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October 2001

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A Legacy of Leadership

DR. E. BRANDT GUSTAVSON

JUNE 2, 1936 - MAY 14, 2001

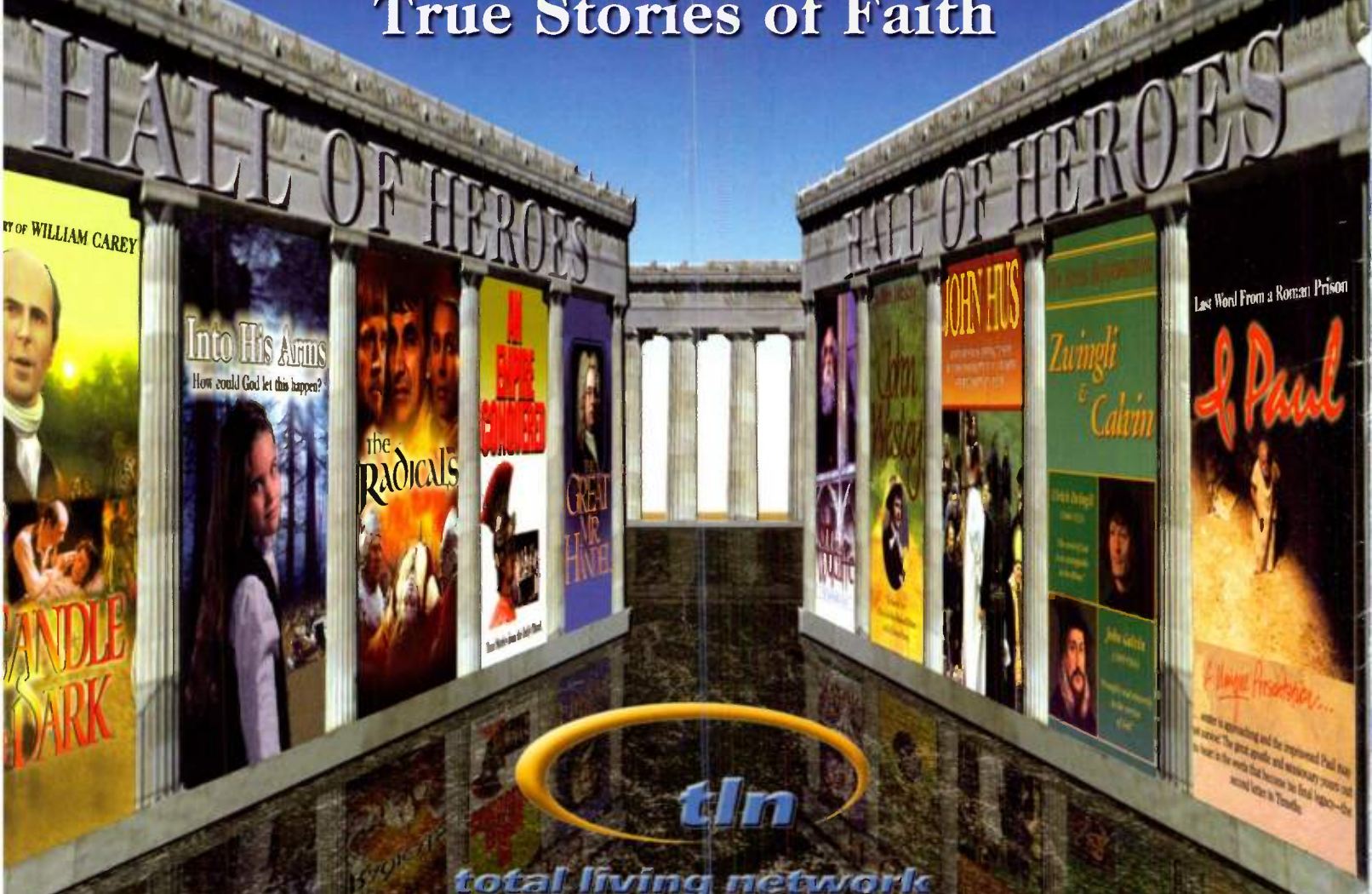
INSIDE:
NEWS AND
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FEATURES

The Rainbow's End 22

BY PASTOR MIGUEL ESCOBAR
WITH MANUEL CORTES

Including diverse cultures in your ministry can lead you to gold.

A Spanish Solution 26

BY KENNETH D. MACHARG

Voz Cristiana (Christian Voice) reaches the Americas via shortwave and satellite. What's so special about the broadcast? No preaching!



Why You Should Have a Local News Department 28

BY BOB HOLMES

Think your station can't do news? Read this article and see if your answer changes.

Reclaiming Our Relevance: News 30

Industry news leaders challenged NRB 2001 workshop attendees to give their audiences news that is relevant to Christian life. Discover what these pros said: David Goodnow (WorldNet Daily), Michael Patrick (CBN), Lynn Scarborough (consultant and media coach), Collin Lambert (KIXL-AM), Mark Elfstrand (WMBI-AM), Sharon Geiger (KCBI-FM) and Steve Coleman (AP Radio Network).



Page 26



Special Insert

A keepsake tribute to NRB's former President, E. Brandt Gustavson (1936-2001).

IN EACH ISSUE

- 6 Calendar
- 7 Washington
- 8 Signing On
- 10 Trade Talk
- 21 Members Page
- 34 Ad Index
- 34 Classifieds
- 36 Opinion

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GSF&ASSOCIATES

CALENDAR

- **October**
Clergy Appreciation Month.
- **October 16-18**
Adult 50+ Ministry Conference by Christian Association of Senior Adults; Calvary Chapel Conference Center, Murietta Hot Springs, CA. 888-200-8552.
- **October 22-27**
WYSIWYG Christian Film Festival 2001; San Francisco, CA. 415-775-8275.
- **October 25-27**
Church Leadership Conference sponsored by Willow Creek Association; Barrington, IL. www.willowcreek.com or 800-570-9812.
- **November 1-3**
Annual Worship Conference sponsored by Christ for the Nations; Dallas, TX. 200-933-2364.
- **November 6**
Barna 2001, Church Leadership Seminar by George Barna; Orange County, CA. 800-55-BARNA (800-552-2762).
- **November 11**
International Day of Prayer for the Persecuted Church. www.persecutedchurch.org
- **November 13-16**
53rd Annual Evangelical Theological Society Convention; Broadmoor Hotel, Colorado Springs, CO. James Borland, 434-237-5309.
- **November 18-25**
National Bible Week.
- **January 12-15, 2002**
National Forum for Youth Leaders by National Network of Youth Ministries; Denver, CO. 800-367-6696.
- **January 25-26**
BRASS 2002, Christian Training Convention; Highland, CA. 909-683-1009.
- **February 16-19**
59th Annual NRB Convention & Exposition; Opryland Hotel, Nashville, TN. Gina Ebhardt, 703-330-7000, ext. 503.
- **February 8-11, 2003**
60th Annual NRB Convention & Exposition; Opryland Hotel, Nashville, TN. Gina Ebhardt, 703-330-7000, ext. 503.
- **February 14-18, 2004 (Tentative)**
61st Annual NRB Convention & Exposition; Charlotte (NC) Convention Center. Gina Ebhardt, 703-330-7000, ext. 503.



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NRB

National Religious Broadcasters

October 2001
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Political Broadcasting Season Requires Broadcaster Attention

This summer's Supreme Court decision upholding caps on coordinated expenditures by political parties, as well as the ongoing debates over "soft money," has a number of licensees wondering about the current state of their political broadcasting obligations. As elections gear up in many areas across the country, broadcasters should make a special effort to ensure that their key employees not only understand the law, but also comply with it.

For religious broadcasters, a threshold issue is their status as a commercial or noncommercial licensee. Congress in December 2000 eliminated the requirement that noncommercial educational (NCE) stations give free airtime to candidates for federal office. (This legislative action followed a campaign season in which some federal candidates, for the first time, made organized efforts to use noncommercial stations to get out their advocacy messages.) NCE broadcasters have never been obligated to give airtime to candidates for state or local elective posts. Because of other rules governing noncommercial operations, political broadcasting obligations generally do not apply to NCE licensees.

Commercial stations, on the other hand, face a complex array of political mandates. The most critical requirements involve political advertisements purchased by a candidate or that otherwise constitute a "use" of a broadcast station under the law. A use consists of any "appearance" by a candidate that 1) portrays him or her in a positive light, and 2) occurs after the candidate becomes legally qualified to run for office. An appearance occurs whenever a candidate participates in a program or announcement in such a way that the audience will recognize the candidate. For example, a use may include the broadcast of a candidate's face or voice in a local charity telethon program, in a movie, or in a fellow party member's political advertisement — regardless of what the candidate may say.

Such uses trigger the political broadcasting requirements outlined below. However, licensees should note that most of these obligations do not apply in the case of "non-use" political advertisements — in other words, spots in which a candidate does not appear. The most common non-use ads are those sponsored by a political action committee (PAC) or a political party that do not include a candidate appearance.

Reasonable Access and Equal Opportunities

The rules that raise the most questions involve those that govern 1) which candidates have some right to address a station's audience, 2) when those rights become effective and 3) how much a station may charge candidates for advertising. The answer to the first question depends on the office being sought. Only candidates for federal office have an absolute right to "reasonable access" to a station or to purchase "reasonable amounts of time." Furthermore, this right applies solely to requests for uses by the candidates themselves. It is not applicable to appearances by supporters or spokespersons for candidates or to requests for time by parties or PACs, which do not include a candidate appearance. A broadcaster may refuse to air such non-use advertisements for any reason.

Candidates for state or local offices do not have the same absolute right of access. However, if one such candidate is allowed a use of a licensee's airwaves, the broadcaster must afford that candidate's rivals for a particular office "equal opportunities" to an equivalent use. Again, requests for non-uses are not covered by the rule.

It can be a difficult matter to determine the precise time at which either type of access obligation must be respected. At a minimum, however, the rights benefit only those candidates who are "legally qualified" for the posts they seek.

Lowest Unit Charge

The question of how much a broadcaster may charge for candidate uses is governed by "lowest unit charge" requirements. These mandates provide that stations must limit charges to candidates for federal, state and local office to the "lowest unit charge of the station for the same class and amount of time for the same period" during the 45 days preceding a primary election and the 60 days preceding a general or special election.

Advertisements not purchased by a candidate are not subject to the requirement unless they include a candidate appearance, are purchased by a political party and have been authorized by the candidate. Thus, with respect to the majority of so-called "issue" advertisements, which do not constitute candidate uses, a station may charge any rate that it deems appropriate (based on the rates offered to commercial advertisers).

Censorship and Defamation

A licensee may not censor a political use by a candidate, except to correct a defective sponsorship identification. Accordingly, the U.S. Supreme Court has decided that a licensee cannot be held liable for defamatory statements made in a candidate's advertisement. The anti-censorship rule and immunity from defamation, however, do not extend to non-uses. Consequently, before airing a political non-use advertisement, station management should be comfortable with the content and, if necessary, demand that changes be made as a condition to airing the spot.

Public File

A station must maintain extensive public file material concerning uses made by or on behalf of qualified candidates. Records must include all requests for such time, the disposition of each request, information about charges for the time and any free time given. This requirement usually is satisfied by placing the advertising contract in the file, then replacing the contract with the invoice. In contrast, non-use advertisements implicate only one political file requirement: The station must place a list of the sponsoring organization's officers, directors or committee members in the file.

Sponsorship Identification

The sponsorship ID rule requires that the advertisement explicitly state that it was "paid for" or "sponsored by" the specific person or group purchasing the time. This regulation applies to all political announcements and programs, including non-use spots.



NRB general counsel Richard E. Wiley is a former FCC chairman. He is a partner in the law firm of Wiley, Rein & Fielding. Partner Rosemary C. Harold assisted in the preparation of this column.

*In Loving Memory
Dr. E. Brandt Gustawson*

*I carried you
on eagles' wings
and brought you to myself.
Exodus 19:4b*



Dick Bott
President



Rich Bott, II
Executive
Vice President


*We miss Brandt very much. . .
but we thank God for the years he
lived among us. He was our friend.*



BOTT RADIO NETWORK

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E. BRANDT GUSTAVSON

A color portrait of E. Brandt Gustavson, a middle-aged man with glasses, smiling. He is wearing a dark suit jacket, a white shirt, and a patterned tie. The background is a light, textured paper.

*A
Legacy
of
Leadership*

JUNE 2, 1936 - MAY 14, 2001



E. BRANDT GUSTAVSON:

A Legacy of Leadership

BY CHRISTINE L. PRYOR

CONTENTS

1

Brandt & Mary's Story

5

A Career of Distinction

10

Friends in All Places

RB President Dr. E. Brandt Gustavson's life served as an example of Christian achievement. His passions, family, skills, voice, habits, encouragement and beliefs made him unforgettable.

When a March 2001 cruise marking his 10th anniversary as Association president was cut short due to illness, soon-to-be diagnosed as pancreatic and liver cancers, his response was to calmly state that God was sovereign and in control. He explained to the NRB headquarters staff that his peace came from knowing that a man's steps are ordered and his days are numbered, adding that he had lived every day to its maximum, laughing, loving and learning to his fullest capacity. All who met him would agree that he gleaned the most out of his 64 years.

This special tribute explores his family, his career, his friends and his words. Those who knew him will recognize him throughout these pages. Those who did not meet him will get to know him through the eyes of those who were blessed to call him friend and colleague.



*Brandt &
Mary's
Story*

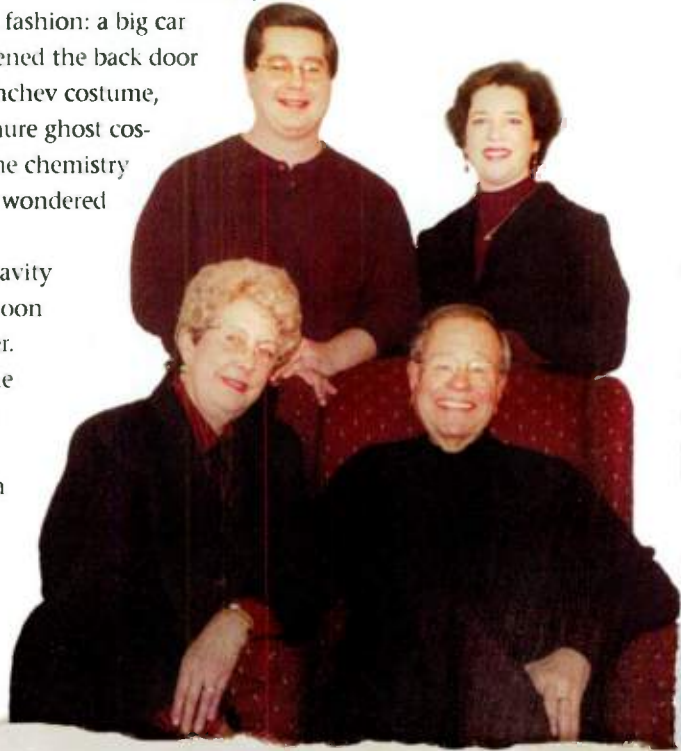


Gustavsons, circa 1970.

in his life. Brandt arrived in dramatic fashion: a big car drove up, a driver (Dick Florence) opened the back door and Brandt emerged in a Nikita Krushchev costume, brandishing a shoe. Mary, in her demure ghost costume, was immediately entranced. The chemistry between the two kicked in and Mary wondered what adventures she was in for.

One night he announced with gravity that he was going to ask a question soon and he wanted her to have an answer. When he asked her to marry him, she answered yes. Dick, Sally and Mary's mother were elated. Brandt enjoyed explaining Mary's name change from Gustafson to Gustavson by telling people he'd taken her from faith to victory.

Gustavsons, 2001.



"I first became acquainted with Brandt as a young pastor over 25 years ago when I was the minister at Niagara Falls, NY. I'd begun a ministry on cable and a local radio program. So, I decided that if I was really a big-time broadcaster I ought to go to the National Religious Broadcasters convention to mingle with the seasoned religious broadcasters to learn from them. I was more than a little awed by the leaders that were there, like Brandt, on the dais: experienced broadcast executives with a resume that included international ministries like Trans World Radio, BGEA, and MBI. Little did I know that National Religious Broadcasters and I would someday move to Manassas, VA, and that Brandt Gustavson and I would become friends. I spoke to Brandt just a couple of days before his going to be with Jesus, the Lord whom he loved. As we closed our conversation, he said, in that unmistakable strong voice trained by years of broadcasting, 'Charles, I have the peace of God in my heart.' Well, that's what Brandt Gustavson found as a 5-year-old at the cross. It is that peace that motivated his broadcast ministry. It is that peace that we celebrate as a lasting memory and legacy." — REV. CHARLES NESTOR, PASTOR OF MANASSAS ASSEMBLY OF GOD



Father/daughter moment with Ruth, 2001.

The Gustavson family grew to include a daughter, Ruth, and a son, Timothy. Both Gustavson children are professionals; Ruth is an AIDS research nurse in Illinois and Timothy is a CPA in New Jersey. Ruth is married to Mike Davis and has one child, Rebecca, while Timothy is married to Nancy and has two children, Kristen and Erik (named after Brandt).



Father and son relaxing on the water, circa late 1970s, early '80s.

"My parents arrived from Sweden when they were teenagers, coming to the land of opportunity when things were dark in Europe to find new potential and hope. Rockford, IL, was their destination, a place where many other Swedes had settled on the east side of town.



Childhood portrait, circa 1938.

"When I was a young boy, we lived on 14th Street. Because my family had never been confronted with the Gospel of Christ, I did not attend Sunday School.

"Bradley Hoffman was my playmate from across the street. I was five and Brad was four. Bradley's mom one day asked my mom if I could go to Sunday School with them. That invitation began the adventure of faith in my young life.

"I loved Sunday School. My mother told me years later that when Monday morning came, I would ask if it was Sunday yet. Yes, I enjoyed the Flannelgraph stories, the treats and the songs we sang, but most of all, I knew that my teachers loved me and wanted me there each week. Later, my sister, mother and father came to church and God began moving in them.

"I have been privileged to serve in Christian mass media for more than 40 years, and it all started with a simple heartfelt invitation from a caring neighbor."

— E. BRANDT GUSTAVSON

"It was my privilege to serve as the Gustavsons' pastor at the Moody Church from 1966 through '71, and it was a thrill to have them there. Then I went down the road eight blocks to the school Mr. Moody founded (Moody Bible Institute). There, Brandt was the head of Moody Radio. He became one of our outstanding VPs and worked there for 25 years. Although all employees are friends, Brandt was a special friend. I like to say he was a B.B., a beloved brother. He was a close, personal friend."

— DR. GEORGE SWEETING, CHANCELLOR, MOODY BIBLE INSTITUTE

"I recall Dr. William Culbertson's final chapel at Moody Bible Institute. He shared a story about finishing well. Brandt and I came back to the office together in silence. He sat down, took a deep breath, lifted his right fist and brought it down on his desk, saying, 'Perry, you heard what the "bishop" said! I too want to finish well.' What a wonderful privilege I have had to know and serve Brandt for over these past 38 years. I proclaim to the glory of Brandt's God and Father: Brandt, you not only finished well, you finished great!"

WRB

"Some very significant things happened during Brandt's tenure at NRB. Great things for Christian broadcasting: the must-carry rule was passed and more people see Christ proclaimed on TV now than would have seen Him proclaimed had that not been passed; the Fairness Doctrine was defeated; we got fairness in music licensing; just last year Brandt led the charge to reverse an FCC decision that could have seriously diminished Christian broadcasting all over the United States, particularly involving TV. Because of Brandt's leadership Christian broadcasting has a higher quality now than it's ever had before. During Brandt's stay at NRB we have the first Christian radio station in the UK, Premier Radio, whose leaders came to NRB to find out how to do it. I challenge you to take it from where Brandt left it, and take it to the next level in proclaiming the Gospel of Jesus Christ."

— STUART EPPERSON, CHAIRMAN OF THE BOARD, SALEM COMMUNICATIONS CORPORATION

Family Ties



Above. Mike and Ruth Davis and daughter, Rebecca. Right. Rebecca and Brandt.

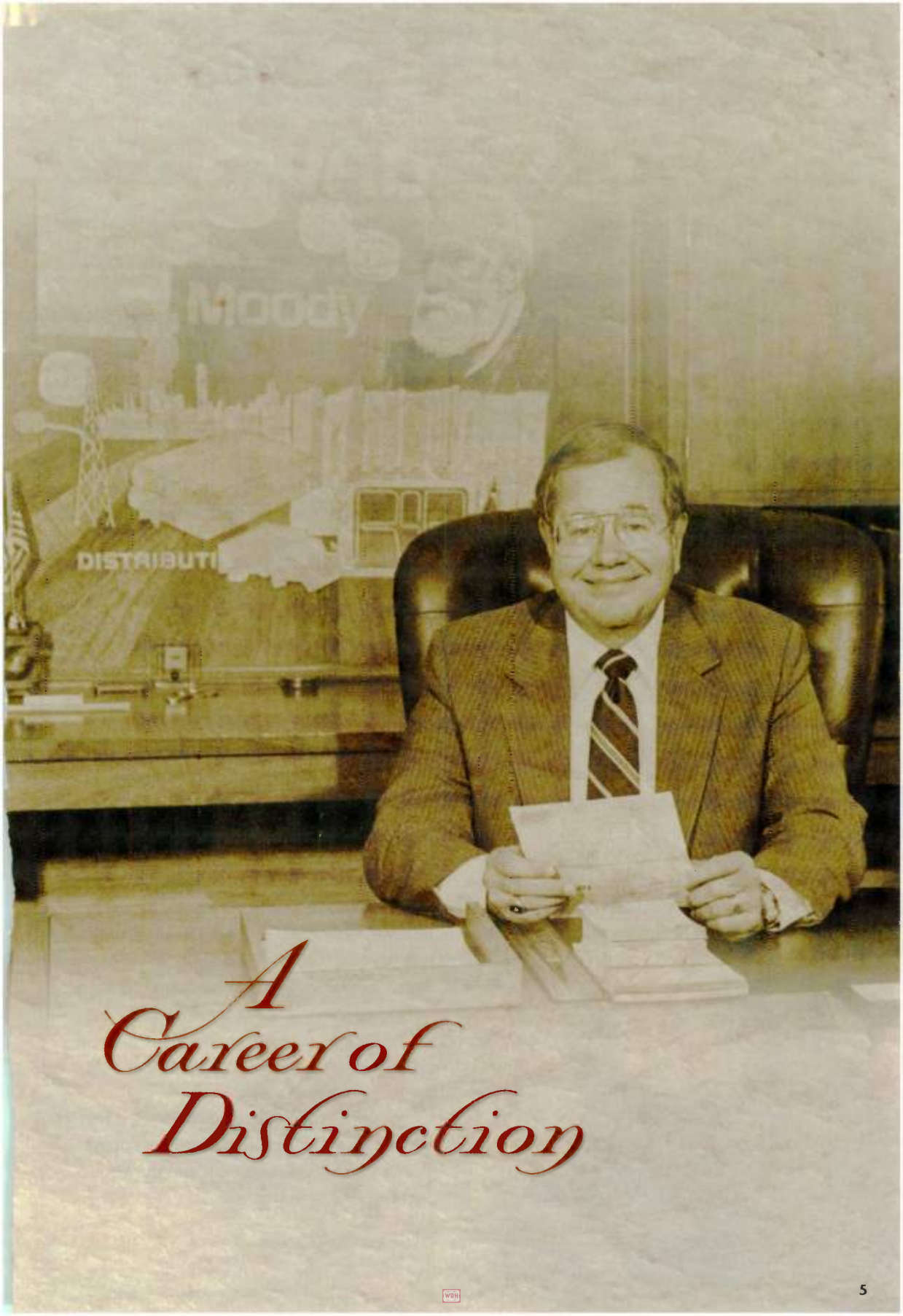


Above. The Tim Gustavson family: Tim, Kristen, Nancy and Erik. Right. Brandt and Mary welcome their youngest grandchild, Erik, joined by big sister, Kristen.



We should be greatly concerned at the direction we are heading in our country with regard to families. It seems to me that we in broadcasting should do whatever we can in our programming to build biblical family values. Let's pull out all the stops in winning people to the Lord, mentoring them and looking to save our families. It's imperative that we give our best.

— E. BRANDT GUSTAVSON



*A
Career of
Distinction*

"There's a passage of Scripture that reminds me very distinctly of Brandt: 'Set an example to the believers in speech and love and life, in faith and in purity;' (1 Tim. 4:12). When I saw Brandt and Mary together I saw an example of a husband who loved his wife. The last time that Brandt sat down with the Executive Committee and was sharing with us his life, he stopped when he was sharing about Ruthie and Tim. In that silence, when his tears came as he shared with us how deeply he loved his children, he was an example of a father who loved his children. To the rest of us believers in Christ, in a moment when we have great separation and great division — theologically, racially, many different groups — Brandt strangely had the ability to step into any group and inspire any crowd with the words of Christ. Scripture says that [in death] we simply go to sleep. I'm thrilled in my heart that I can say to my brother, 'I'll see you in the morning.'" — **GLENN PLUMMER, PRESIDENT, CHRISTIAN TELEVISION NETWORK**

"I remember as we left the April meeting with the President, I walked over to Brandt and asked, 'How are you feeling?' He said, 'I'm feeling good. A little bit weak.' So he put his arm in mine and we walked together to the van. On the way, I was thinking of what wonderful leadership that he has offered to the NRB. What an example Brandt has been to all of us in terms of his passion, his steadiness, his integrity, his character, and his wonderful, opinionated spirit that he had. He was firm about what he believed. I've known Brandt for 22 years, starting in Chicago when we put TV38 on the air. During the memorial service, we've heard a number of words to describe Brandt, but I think of a servant, a leader and a man who really knew how to live and offered an example to all of us. The only thing that will sustain the weight of eternity is the bedrock of Jesus Christ. I believe that's what Brandt has shown us. As one of the former presidents of the National Religious Broadcasters, I believe we owe Brandt a debt of gratitude. I would like to thank Mary and the children for allowing Brandt to make the kind of investment in our Association that he's made, one that won't end for a long time. Where we are today in NRB is in huge part due to Brandt's exemplary leadership. I thank God, not only for the opportunity that we have had to know him but also to have him as the leader of our Association." — **JERRY ROSE, PRESIDENT, TOTAL LIVING NETWORK**

According to Brandt's sister, Brenda Anderson, he had a penchant for being in the limelight and making people happy. It was no surprise then, that he chose the mass medium of radio as an early outlet for his creativity.

During his college years at Northwestern College in Minneapolis, MN, he worked at KTIS and developed a love for radio that continued throughout his life. From KTIS, he moved on to KAIM/Honolulu, HI, a Billy Graham Evangelistic Association-owned station. After his radio tour of duty in Hawaii, he worked for Moody Broadcasting's WCRF/Cleveland, OH. Eventually, he worked for Moody headquarters in Chicago, IL, becoming instrumental in the Moody Radio Network and serving as VP of development for Moody Bible Institute.

While at Moody, his mentor, Dr. George Sweeting, encouraged him to join the Boards of Directors for NRB and Trans World Radio (TWR), during which time he developed a heart for world missions. Later, he continued his relationship with TWR as executive VP/COO, finally accepting the presidency of NRB and moving the Association to Manassas, VA, to be closer to the nation's capital.

He knew his work was cut out for him when he joined NRB as president in 1990. He'd been a member of the Board of Directors for 22 years, serving three years as chairman. He was well acquainted with the trials and troubles of the Association and had helped to pilot it through rough times. When he took the helm, the Association was nearly insolvent and reeling from a lack of credibility brought on in part by the televangelist problems of the '80s. Brandt helped to right the Association through his determination and statesmanship, diplomatically ... and relentlessly ... calling on people and instilling in them a vision to reconstruct the Association and renew its rightful place in the world of broadcasting.

Whatever the future holds for NRB, it will be built on a foundation firmly shored up by Brandt's activities as president and the distinction he brought to that role.

On the Moody microphone.



"When Brandt shared his testimony with me, he mentioned the time he had been invited to this Evangelical Free Church as a little kid. His father died when Brandt was only one year old and his mother found herself in very difficult circumstances. Brandt said he could not remember much about that first day at Sunday School ... except when he left the teacher said, 'Brandt, I want you to come back. You be sure to come back, because if you don't I'll miss you.' He said all that week he knew that he had to be back because she was going to miss him. That shaped his life. I thank God that he was my friend." — **DICK BOTT, PRESIDENT, BOTT RADIO NETWORK**

"For the entire time Brandt served as president of NRB, I've been privileged to serve on the Executive Committee, so I got to see Brandt in differing circumstances. Take for instance the teeth. Not Brandt's regular teeth; the teeth he kept in his pocket and took out every once in a while. He and some of his 'buddies' each had a pair and would put them on over their regular teeth as a joke on waitresses, busboys and other unsuspecting people. The teeth are horrible! They stick out over the lips, have gold metal through them, some teeth go sideways and some go down. Sometimes we would be in an Executive Committee meeting and Brandt would be sitting across the table from me. He would surreptitiously put in those teeth, and if I happened to glance over at him he would smile widely and then just as quickly take them out. I was left hysterically laughing at what nobody else saw. We had great fun. I had a reminder of Brandt when I was walking through the Dulles Airport. I passed a wall of payphones and I had to check the coin returns to see if someone had left any change. Brandt always did that. The last time I saw Brandt was in April, when the NRB Executive Committee met with President Bush at the White House. The President placed his hand on Brandt's arm and said to him, 'How is our brother feeling? We're praying for you.' Brandt said, 'Thank you Mr. President.' And that was my highlight from the White House visit." — **SUE BAHNER, PRESIDENT, CROSSWAY CONSULTING**



Executive Committee, circa late-'80s. Back (L-R): Dave Hofer, Paul Ramseyer, Jerry Rose, T. F. Zimmerman, Bob Cook, Tom Wallace and Howard Jones. Front (L-R): Dr. Ben Armstrong, Brandt and Mike Maddex.



Executive Committee, 1980. Back (L-R): Brandt, T. F. Zimmerman, Bob Cook and Dr. Ben Armstrong. Front (L-R): Rudy Bertermann, Bishop Robert Andrews, Dave Hofer, Bob Ball and Dick Bott.

"Now, although not in direct broadcast work, I share vicariously in all the good work the members of NRB do. I rejoice every time I hear of a person accepting Christ, a family being restored, a young person answering the call to God's service or a person renewing hope through your ministry. We support you in whatever good you are doing for Christ.

"Many of you have sacrificed and struggled to keep your station going. God bless you for that. It's worth it, as it's done for the Lord. Thank you for programming what you feel God is impressing upon you and for choosing NRB to be part of your station's life.

"Christian leaders and workers want to fight the simplicity of offering one's self. Are we not called to change lives through the power of the Holy Spirit and to show the world that our ministry makes a difference to God's glory? Aren't we trying to have an impact so we know that what we are doing is significant and worthwhile? How easily it shifts into the piling up of results to prove that we're doing a good job. And to whose power and glory is it now? We are not called to prove our prowess but to proclaim God's love — just as Jesus did."

— **E. BRANDT GUSTAVSON**

"When I started at Moody in the fall of 1974, I was 25 years old and Brandt Gustavson was my boss's, boss's boss and I thought he was really scary. He wasn't tall, but he was a big man with a regal bearing and a huge voice. Eventually I reported directly to Brandt and discovered that he wasn't really scary at all. Being that I was one of the youngest people to report to him, he allowed me to be more irreverent than most. The highest compliment he could pay me was, if I would say something just for effect at a director's meeting to get a laugh, he would laugh with everybody else and he'd cock his head and look at me and say, "Jerry Jenkins, you're an idiot." I think everybody else was envious that they didn't get that compliment from him. Brandt and I shared a lifelong battle with weight. I remember being on a business trip with him and each of us was at peak weight at the time. He went up to the counter at the airline and he put our tickets down and he said, 'We're traveling together.' The woman said, 'Not on this plane you're not.' She assigned us to either side of the aisle. Every time I'd see him at the

Institute after that he'd just say, 'Not on this plane you're not.' I remember when he had a radio program at Moody called What Goes On Here, and he had recently promoted me from Moody Magazine to Moody Press. I'd just been in the new office for two days and he said, 'Let's talk on the air about Moody Press.' I'd been on with him before from Moody Magazine and he knew that I could ad-lib with him and just chat. There was no script so he asks the engineer to roll tape and says, 'Jerry Jenkins is our new vice president from Moody Press. Jerry, tell us the history of Moody Press. When did it start?' I answered, 'I have no idea.' He laughed for so long, stopped tape, told me the history of Moody Press and then we went back on. After that when I would see him, he'd say, 'There goes Jerry Jenkins, the man who has no idea.' The Bible says we're not to grieve as the heathen do with no hope, but it doesn't say we're not to grieve at all. I say let's grieve with all our might and be grateful for the too few years we had to be able to say that we were Brandt Gustavson's friends." — JERRY JENKINS, AUTHOR

"I spend about 20 percent of my time answering questions from young people. It's the best part of my job and I love it. The Intercollegiate Religious Broadcasters (IRB) is a crucial arm of NRB. We must get close to students and share with them, teaching them and encouraging them to become everything possible in their careers. Whether they go into Christian or secular media, we must supply them with the tools and skills necessary to effectively reach their world for Christ. We must not forsake our students going into secular broadcasting. We must overcome any prejudice that their mission is any less important than those going into Christian broadcasting. It most certainly is not.

"The IRB committee is led by professors who donate their time to make sure the next generation of broadcasters is prepared and professional. The annual student awards foster pride in production and creativity. The annual essay scholarship ensures academic excellence. We must get behind our student chapter and give ourselves to students. Impacting the next generation is well worth our investment of time."

— E. BRANDT GUSTAVSON



In the Presence of Presidents. Clockwise from top. Joining President Gerald Ford at the White House (four seats from Ford's left), Ronald Reagan, George Bush, Jimmy Carter and Ford.

"When I came to Moody Church 21 years and some time ago, Brandt was an elder and singing in the choir. He indeed had the gift of encouragement. Always believing the best about people, always wanting to give people a second chance. It is so wonderful that Brandt not only left a trail of laughter and joy, but also of vision wherever he would go. I thank God that I've had the opportunity of knowing someone who always reminded us that if you have a God-given vision, people will follow you and you can help them rise to the highest level of their potential. I hope that all of us can approach death the way in which he did, with such a sense of acceptance. Not looking around for some quick fix to give him a few more months of life, but a willingness to say, 'Let the will of God be done.' Thank You, Lord Jesus, for giving us the privilege of knowing Brandt. — ERWIN LUTZER, PASTOR OF MOODY CHURCH

"I had the opportunity to work with Brandt for over 20 years, serving as chairman of the Board while Brandt was on the Executive Committee and later when he was president. I noted in his life a consistent pattern of caring about people. He's especially been attracted to students and to mentoring young leaders. I think that's a wonderful characteristic in a leader. But also, his love of broadcasting has always been a part of his life. God used him at Billy Graham Evangelistic Association, Moody Bible Institute, Trans World Radio and NRB. Along the way, he was a blessing to many. More than 40 million people every week in the United States listen to Christian radio or watch Christian TV. Brandt was an important part of that." — DR. DAVID CLARK, PRESIDENT, FAMILYNET

Brandt was deeply committed to his family and friends. He was an encourager, a statesman, a strategist and a friend, who effectively and consistently modeled for many of us the qualities of integrity, passion, servanthood, professionalism and spirituality. — WAYNE PEDERSON, NRB CHAIRMAN



In Distinguished Company. Clockwise from top left. Ollie North; William Bennett; NRB Executive VP Michael Glenn and Elizabeth Dole; Bill Gaither, Bill Bright, C. M. Ward and Dale Evans; Mikhail Gorbachev; and Charles Colson.

*Friends
in All
Places*





One of Brandt's favorite vacation spots: the Dick Bott home in the Ozarks, where the two held frequent Scrabble® battles.

Brandt struck up conversations with ease, engaging people and always drawing something out of them. More than a few people have sat across a table from him at breakfast and shared their stories. And he was a captive audience, listening to them and asking questions with the ease of a practiced interviewer.

Many times he would talk in the office about someone he'd met that morning who was struggling. He would encourage the NRB staff not to fear investing themselves in others and never to shy away from the opportunity to get to know someone. "You'll walk away a different person, touched and changed by the interaction," he promised.

Close friends and co-workers tell colorful stories of his aluminum can collecting. (In truth, there are no monochromatic Brandt stories.) He would walk out of his way to get a can he'd spied from afar. During lunch hours, he frequently took walks and always returned with cans. His collecting efforts through the years netted more than \$35,000, one can at a time.

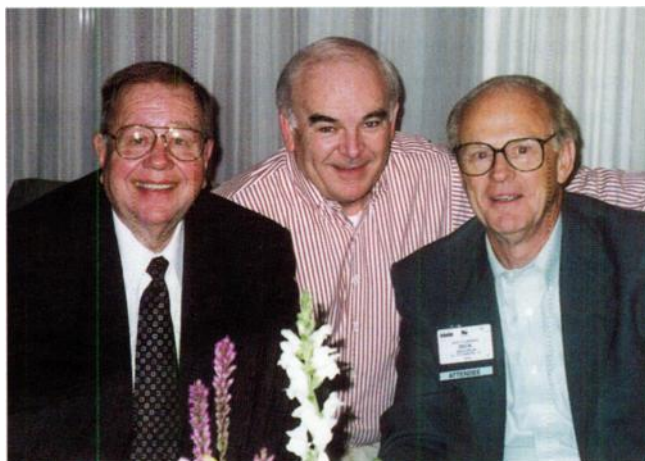
Brandt was particularly partial to his international acquaintances, especially those who sacrificed to travel to the annual NRB convention. During the annual gathering, he frequently would ask the registrar how many international guests were registered and would always try to

"I am humbled every time I travel abroad to represent this Association, amazed at the tenacity and inventiveness of the people in other lands who are committed to the Gospel. Such people are certainly worth knowing. If you have not taken the opportunity to meet international friends who attend NRB conventions, you are missing a blessing.

"Many U.S. NRB members formally partner with an overseas ministry, fostering cooperation and greatly encouraging these constituted friends. It is NRB's purpose only to help, encourage and partner with communications professionals from other lands. NRB members must be stand-alone helpers to proclaim the Word; we must not be overlords.

"Brothers and sisters from abroad can teach this Association many things, using their experiences as examples of the difficult lessons of dedication, sacrifice, valor and economy in working with meager resources."

— E. BRANDT GUSTAVSON



Lifetime friends: Brandt, Jim Gwinn and Dick Florence.

"It amazes me how a man of Brandt's statesmanship could also be a mentor to so many different people. He certainly was to me and for that I'll be forever grateful." — **JOE DAVIS, SENIOR VP FOR OPERATIONS, SALIM COMMUNICATIONS CORPORATION**

"Brandt had the unique ability to be an icon in Christian broadcasting, yet at the same time, be a personable friend to a newcomer in the industry and make them all feel welcome. I know he did that in my case. What a gracious Christian gentleman and what a person to have in leadership. We are all blessed by knowing Brandt Gustavson." — **RON HARRIS, EXECUTIVE VP, CRISWILL COMMUNICATIONS/KCBI**

"I was in a meeting with Brandt last spring during which we were asked to describe in a word how we contributed to those around us. Brandt said that he perceived himself as an encourager — and an encourager he was to all who knew him! Brandt encouraged me through his winsome faith, agape love, holy humor and godly standards. I continue to be encouraged in my Christian walk by the memories of this special friend." — **BUDDY SMITH, ASSISTANT TO THE PRESIDENT, AMERICAN FAMILY RADIO/AMERICAN FAMILY ASSOCIATION**

"Brandt was a kind, loving, gentle, yet strong and caring leader. When he grasped an idea or a thought came to his mind, he went straight for it with all the passion and energy he could give. He had the unique ability to bring together many different organizations and people under the common cause of reaching the world with the Gospel of Jesus Christ through the medium of radio and television. I don't know if we'll ever find a person this side of heaven who will have those same qualities and accomplish the same kind of goals as Brandt Gustavson." — **TOM ATEMA, GM, WMIT/WIGW**

"Brandt Gustavson has been such a special friend to the poor. I am so appreciative of his love for the lost, hurting souls ... for the heart that the Lord gave him in reaching out to them." — **REGINA CARLE, MEDIA DIRECTOR, FOOD FOR THE POOR, INC.**

"I hope you know how much we appreciate your friendship, as well as your leadership at the NRB. We will soon be reunited in Heaven, before the Throne — and it is only when we get there that we will fully see the impact of your ministry for the Kingdom down through these many years." — **BILLY GRAHAM, EVANGELIST**

locate as many as he could. A great proponent of the World Fellowship Luncheon, he enjoyed walking among them and hearing what they were doing for the Gospel in their countries.

He did not leave a new international friend without asking what a chief need was for the ministry to continue. Then he did his utmost to hook up the person with an NRB member who could help. Countless ministries thrive overseas due to his industry contacts.

Brandt's legacy of leadership stands as a beacon of hope for his family, an example of grace for his colleagues and friends, and a tribute of obedience to his Lord. Although we miss him, we are confident that we will again meet this man so used of God — in heaven, where the joy of the Lord abounds.

Christine L. Pryor is managing editor of NRB magazine.



Broadcasters of the Gospel: Billy Graham.



Keen minds: NRB Counsel Richard Wiley.



Spiritual mentors: Dr. and Mrs. George Sweeting.

"Brandt Gustavson was a truly unique Christian broadcasting treasure. He was very serious about his commitment to Christ and to using the incredible media of radio and television for reaching the world for our Lord. As I got to know him better, I discovered a remarkable sense of humor that made him fun to be around and made his joy contagious." — **MARVIN SANDERS, GM, AMERICAN FAMILY RADIO NETWORK**

"My relationship with Brandt goes back 35 years, from Moody Bible Institute to TWR to NRB. When my name was being considered for the NRB chairmanship, I was concerned whether I could do the job, and it was Brandt who encouraged me. Brandt was a committed believer and a wonderful example to all of us." — **ROBERT H. STRATON, FORMER PRESIDENT, WALTER BENNETT COMMUNICATIONS**

"I want to give thanks to God for the ministry of Brandt Gustavson. He has been such a dear man of God to so many hearts. [God has used] this monumental man. He has impacted the hearts and lives of countless multiplied millions of people, including my own life." — **DR. ADRIAN ROGERS, LOVE WORTH FINDING MINISTRIES**

"Many words come to mind to express what Brandt was. All who knew him have something special to cherish, some role that he played or some way that he enriched their lives. To me, the key word is mentor. The dictionary defines a mentor as a wise and trusted counselor or teacher. Wise and trusted; correct on both counts. A couple of weeks before his diagnosis, Brandt recollected how God strongly impressed upon him, 20 years ago, to become a mentor and an encourager. Whether you were an employee, an NRB member, a college student or a waiter he met in a restaurant, he made contact with you, wanted to know you better and wanted to encourage you. Brandt had joy in ministry and service. I recall him saying that the greatest thing in ministry is the privilege of working not 'for' the Lord, but 'with' Him. He went on to say that laboring in the field is cooperative work, which is one of the joys of ministry: joining hands with other laborers." — **MICHAEL GLENN, NRB EXECUTIVE VP**

Food for the Poor piqued Brandt's interest with its 2000 Homes in 2000 project, in which NRB members could raise \$2000 to build a home for a family in Jamaica. With the cooperation of other ministries, more than 2100 homes were built throughout Jamaica.

In August, Food for the Poor and GSF & Associates sponsored a media tour for several NRB members and executives to see the results of the campaign. At one site located between warring communities, more than 20 homes stand and approximately 100 homes will be



(L-R) Food For The Poor Media Director, Regina Carle, presents a hand-thrown, glazed clay platter to Mary Gustavson, commemorating Brandt's vision for the 2000 Homes in 2000 campaign. More than 2100 homes were built throughout Jamaica as a result of the project. The women are standing in front of a home in Brandt Village.



(L-R) Mary Gustavson and Ruth (Gustavson) Davis at the site of Brandt Village in Kingston, Jamaica.

built. The place was renamed from Hopeful Village to Brandt Village in honor of his vision for the project. During the trip, land for a Kingston Dump building site was authorized by the government. Construction of the 150 homes on that property is slated to begin soon.

Many members of the community and Jamaica's Minister of Finance, The Hon. Omar Davies, turned out for the ceremony, during which Mary received a hand-thrown, glazed clay platter.

In Gratitude

Ambassador Advertising Agency

The American Center for Law and Justice & Jay Sekulow Live!

American Family Association

Dr. & Mrs. John Ankerberg & the staff of The John Ankerberg Show

Jack & Kay Arthur — Precept Ministries International, Chattanooga, TN

Tom Atema — Blue Ridge Broadcasting

Back to the Bible & Woodrow Kroll

Bibles for the World

Billy Graham Evangelistic Association

Bill & Deborah Blount — Blount Communications Group

Dick & Sherley Bott Family

President Jim R. Bowman & the staff of Far East Broadcasting Company

Bill & Vonette Bright — Campus Crusade For Christ International

Steve & Anna Brown & the staff of Key Life Network

The Central Message & Center Point

Rev. & Mrs. David Cerullo & the staff of The Inspiration Networks

The Christian Broadcasting Network

Christian Television Network
WLPC-TV/Detroit, MI; WLPN-TV/
New Orleans, LA

The staff of Crista Broadcasting:
KCMS-FM, KCIS-AM & KWpz-FM

Criswell Communications — KCBF-FM/Dallas, TX

The Domain Group

Eastern National Religious Broadcasters

Evangelical Council for Financial Accountability (ECFA)

Family Life Communications Incorporated & Parent Talk OnCall — Tucson, AZ

FamilyLife Today

Focus On The Family

Food For the Poor Inc.

For Faith & Family

Dr. Gene Getz & Renewal Radio

Attorney & Mrs. David C. Gibbs and Christian Law Association

Mr. and Mrs. Michael Glenn

Mr. & Mrs. Belarmino Gonzalez & the staff of KCHF-TV11

The Gospel Music Association

HCJB World Radio

The law firm of Hardy, Carey & Chautin, L.L.P.

Mr. & Mrs. Ronald L. Harris, Arlington, TX

Harvest House Publishers — R.H. Hawkins & Bob Hawkins

Pastor Jack Hayford & the staff of Living Way Ministries

Heralds of Hope, Inc.

KJLT-AM-FM/North Platte, NE

KMA Companies — Dallas, TX

Dr. Richard Land

Mr. & Mrs. Nev Larson — WDCX-FM/Buffalo, NY

Leading The Way

Dr. & Mrs. Alex Leonovich & the staff of Slavic Missionary Service, Inc.

Lighthouse Media

Luis Palau Evangelistic Association

John MacArthur & the Grace to You family

Maranatha, Inc./WOLC-FM

Media Ministries of the Assemblies of God

Moody Broadcasting

Moody Church Radio Ministries

National Religious Media Communications — LOVE 101/
LOVE TV-Jamaica

The staff of Northwestern Radio/
SkyLight Network

Pacific Garden Mission —
"UNSHACKLED!"

Andres & Rochelle Panasiuk

Dr. & Mrs. Adrian Rogers & Love Worth Finding Ministries

Mr. & Mrs. Jerry Rose

Dois I. Rosser Jr. & the staff at International Cooperating Ministries

David Ruleman — Salem Communications Corporation

SAT-7 North America

Salem Communications Corporation

The Salvation Army

Jamey Schmitz & the ministry staff of WLMB-TV40/Toledo, OH

TCT Ministries

Ken & Joni Tada & staff of Joni and Friends

Toccoa Falls College Radio Network

Total Living Network

Trans World Radio

USA Radio Network

The Voice of Prophecy

WAVA-FM 105.1 — WABS-AM
780/Washington DC

The WBCL Radio Network

WCRH-FM 90.5/Williamsport, MD

WCTN Radio/www.wctn.net

WFCJ-Inspiration! 93.7 FM/Dayton-Cincinnati, OH

WTGL-TV52/Goodlife Broadcasting, Inc./Orlando, FL

Walter Bennett Communications

Westar Media Group, Inc.

Norman G. Wilson, The Wesleyan Hour

Dr. Spiros Zodhiates, New Testament Light & AMG International

Runners, Races and Batons

The success of a relay team is determined not only by the speed of the individual runners, but also in the efficiency of handing the baton to the next runner.

Today, a number of ministries are passing the baton. Bill Bright has passed the Campus Crusade baton to Steve Douglass. Billy Graham is passing his baton to Franklin Graham. NRB was unexpectedly faced with passing the baton so aptly held by Brandt Gustavson to a new runner.

This issue of *NRB* magazine chronicles Brandt's great run for National Religious Broadcasters. When the baton was passed to Brandt in 1990, race conditions were far from ideal. Brandt set a new pace of fiscal responsibility, credibility, integrity and spirituality. He completed a spectacular run with baton firmly in hand.

Brandt could have run another lap or two. But in God's Olympics, this was a fast relay, not a cross-country trek. Brandt could say with the Apostle Paul: "I have kept the course. I have finished my race. There's a crown of glory waiting for me and for everyone else who finishes the race."

But the race is not over. During the last months, the Executive Committee and the Presidential Search Team of Michael Little (chair), Jim Gwinn and Sue Bahner have worked strategically to ensure a smooth passing of the baton to the next runner.

The process has been thorough, thoughtful and prayerful. Those involved have experienced the guidance and approval of the Coach.

The next lap will have unique challenges for the new runner. The issue this round is not the condition of the track, but the unknown challenges around the turns.

- We need to recruit new, strong, youthful runners who will take the baton and run with vision, speed and effectiveness.
- We need to train with new formats and technology to reach our post-modern culture with the Gospel through Christian media.
- We need to consider the importance of making a spiritual impact on our Church and culture.
- We need to realize that this race is not just American, but a world event of Olympic proportions.
- We need to invest time in training and make it our focus. The best runners spend much more time in training than in performance.
- We need to use the best shoes and equipment to run well, and wear the best apparel in order

to ensure speed and capture the attention of our audience.

- We need to seek the help of coaches, trainers and support people to make our race successful.

Are we ready now to take the baton from Brandt and other leaders of Christian media who have successfully run the race? I want to be part of the generation who accepts the challenge to successfully complete our round with speed, efficiency and effectiveness, until it is our turn to pass the baton to the next runner.

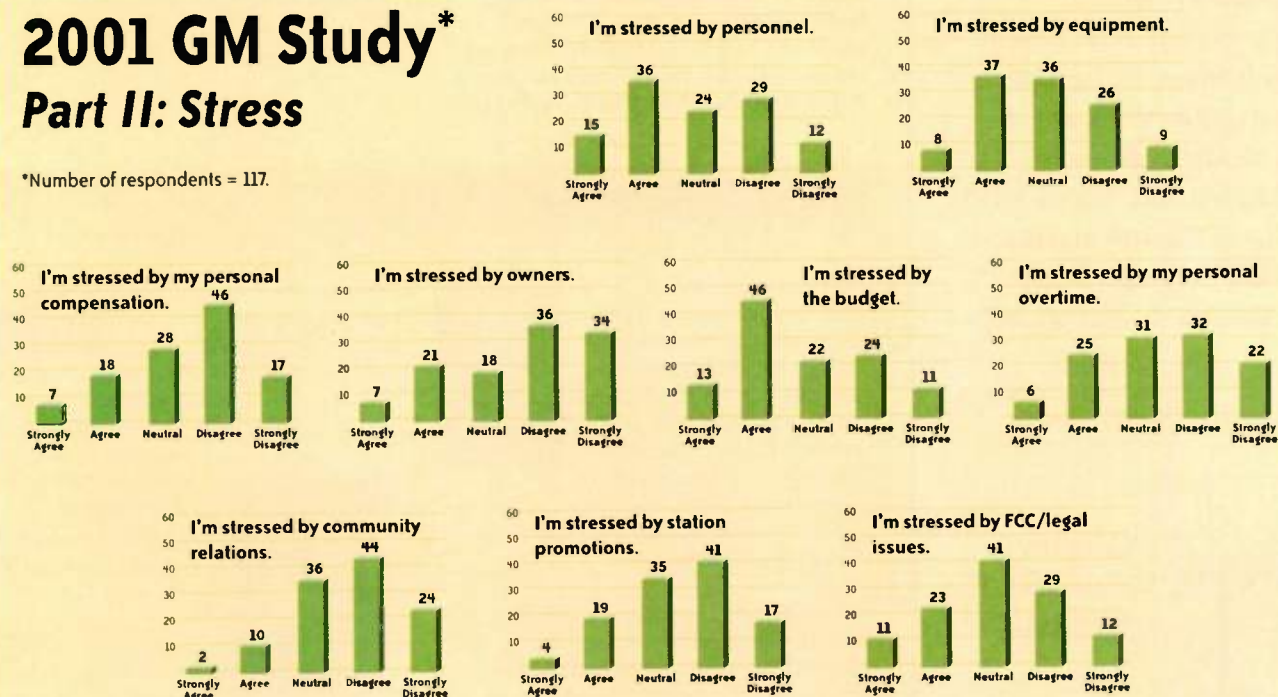
And let us run with endurance the race that God has set before us. We do this by keeping our eyes on Jesus, on whom our faith depends from start to finish — Hebrews 12:5 (paraphrased).



Wayne Pederson is chairman of NRB and executive VP of Northwestern College Radio Network in St. Paul, MN. He may be reached at wap@nwc.edu or 651-631-5000.

2001 GM Study* Part II: Stress

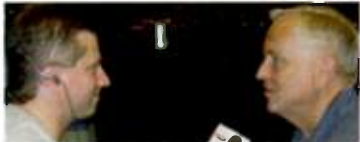
*Number of respondents = 117.





AIRWAVE NEWS RADIO

Columbus, OH – As the primary radio voice for the 2001 Promise Keepers (PK) Conference held July 13-14, the CDR Radio Network provided a live broadcast of messages, music, interviews, commentary and highlights. CDR plans to cover PK's first youth conference, Passage, on December 15. (Roger Overturf, 937-766-7808)



CDR Radio's Chad Bresson interviews Josh McDowell at the Promise Keepers Conference in Columbus, OH. (Photo Credit: Dan Craig/WRFD, Columbus)

Asheville, NC – Bob Featherstone, speaker of *Think About It* the *Think About It* radio program, announced its termination as of August 23, marking 37 years of broadcasting. Featherstone joined the two-minute broadcast in 1970. *Think About It* was syndicated by Northwestern College Radio and received the NRB William Ward Ayer Distinguished Service Award in 1996. (Featherstone, 828-274-9494)

St. Paul, MN – On July 2, Northwestern Radio began streaming its online station, LifeNet.FM. (Kerry Liebelt, 651-631-5000)



Lincoln, NE – Back to the Bible recently received a Telly Award for its television commercial, *The Story*. Viewers who responded to the commercial were sent a companion booklet published by Back to the Bible. (Tami R. Weissert, 800-759-6655)

Chicago, IL – WAFS-FM/Atlanta, GA, recently hosted the Moody Broadcast Stations Division Conference. (Robin Jones, 312-329-2042)

Dallas, TX – *Living on the Edge* expanded its affiliate list with the July 30 addition of KTIS-FM/Minneapolis, MN, the flagship station of the Northwestern College Network. (Melanie Dobson, melanie@dobsonmedia.com)



Washington, DC – WBTK-AM/Richmond, VA, has been added to the Salem Communications Radio Network, featuring Christian talk and music in the contemporary Christian music format. (Gerald Halstead II, jerryh@wava.com)

Dayton, OH – WFCJ-FM has been selected as a National Finalist in the Silver Microphone Awards competition for its monthly variety show *Kaleidoscope*, which debuted in 1999. (Nance, 937-866-2471)

Omaha, NE – On August 17, KGBI-FM, the Hope Center and Crossroads Mall joined forces for TeamServe, a back-to-school clothing drive to help metro-area kids by giving each child a new outfit for the first day of school. (Mark Michaels, 402-449-2900)

Houston, TX – KSBJ-FM staff and 200 volunteers recently partnered with Keep Houston Beautiful, the City of Houston and the Mayor's Clean Neighborhoods Program to paint houses and to provide lawn maintenance for elderly residents of the Fifth Ward-Frenchtown area. In other news, KSBJ-FM concluded its 19th Annual Sharathon with a total of contributions equaling \$3,060,795. (Jason Ray, 281-446-5725)



Gainesville, GA – NRB member Jack Hayford now has a Spanish language program, *El Camino Viviente*, a 26-minute weekday program that shares Hayford's translated messages. (Andres Panasiuk, 770-534-1000)

Meade, KS – Great Plains Radio has assumed operation of KDMM-FM/Herington, KS, and changed the call letters to KJRL-FM. Doug Wedekind was promoted to station manager of the new station that now airs the contemporary Christian music format. (Don Hughes, 316-873-2991)

Atlanta, GA – Two ministries, Good News in Bad Places and Israel's Harvest Ministries, united for a trip to Israel and Palestinian territories to share the Gospel amidst the violence of that region via music and tracts. (Scott Sekulow, 770-682-5721)

Florence, KY – Prieto Communications has agreed to purchase WFTD-AM/Marietta, GA, from Providence Educational Foundation for \$2.1 million dollars, making it the second Hispanic AM station owned by Prieto in the Atlanta market. (K. B. Rosenberg, 859-647-0101)

“With much heart felt gratitude and appreciation to our Friend and Co-worker, Dr. E. Brandt Gustavson, for faithfully serving on the Board of Calvary Evangelistic Mission, Inc., WBMJ-WIVV Radio Network and the Bible Correspondence School of the Caribbean.”

Ruth Luttrell
Co-Founder, President &
Board of Directors
San Juan, Puerto Rico



**CALVARY
EVANGELISTIC
MISSION, INC.**

AIRWAVE ANNIVERSARIES

Nashville, TN – On May 19, Christian vocal/instrumental group Truth marked its 30th year in ministry as it embarked on its Farewell Tour this fall. Truth was organized in 1971 by Roger Breland, and is a musical company of 16 young adult musicians and technicians from across America. In 2000, Roger Breland and Truth were inducted into the GMA Gospel Music Hall of Fame. (Michele Buc, 615-297-2379)



West Palm Beach, FL – On June 2, Radio 4VEH, The Evangelistic Voice of Haiti, celebrated its 51st anniversary by welcoming more than 350 guests to inaugurate its new 9,020 sq. ft. broadcast center. (OMSCAP@MAF.ORG)

Nashville, TN – The internationally syndicated *Soul2Soul* radio program celebrated its seventh year on August 4. *Soul2Soul* is heard in more than 460 markets. In July, Howard Publishing released the ministry's second book of interviews by Chris Coppennoll, *Secrets of a Faith Well Lived*. (Christopher Coppennoll, copper@s2sradio.com)





The 59th Annual National Religious Broadcasters Convention & Exposition
February 16 – 19, 2002

Spanish-language Events for HNRB

SUNDAY, 3 P.M.

Hispanic Vision Business Meeting

SUNDAY, 6 P.M.

HNRB Reception

Keep watching the NRB Web site (www.nrb.org) for future additions or changes.



AIRWAVE NEWS TELEVISION

Tupelo, MS – The Walt Disney Company has spent \$5 billion to buy the Fox Family Channel, to be renamed "ABC Family," giving Disney a fully distributed cable network with 81 million subscribers. (AgapePress, July 23)

Chicago, IL – TLN announced three new programs for its Fall 2001 **total living network** line-up: *Hall of Heroes*, *Discovering the Bible* and *The Ten Commandments*. (Debra Hall, 312-433-3838)

Ft. Worth, TX – Production began this summer for the January premiere of *Mary Lou's Flip Flop Shop*, starring Olympic gold medalist Mary Lou Retton. In other FamilyNet production news, the documentary *We Shall Not Be Moved* began production in June. The program, scheduled to air this fall, highlights the role the African American church played during the Civil Rights Movement. (Denise Cook, 817-570-1417)

San Francisco, CA – The WYSIWYG Christian Film Festival 2001, a showcase for domestic and international Christian filmmakers and videographers, will be held October 22-27. The Film Festival is an opportunity for content providers to network together with television networks, film distributors and investors. Wysiwygfilmworksusa.com. (415-775-8275)

Minneapolis, MN – *Doc Kom's Surf Shop*, the new Billy Graham children's science video from World Wide Pictures, has been awarded the Dove Family Approved Seal from the Dove Foundation Review Board. (Tim Morgan, 800-378-5345)

WEBWATCH: Christian News

Looking for good Christian news services and sources? Try these!

Adventist News Network: www.adventist.org

Agape Press-Christian Newswire Service: www.agapepress.org

American Family Radio: www.aft.net/newafr/newsaudio.asp

ASSIST News Service: www.assist-ministries.com

Associated Baptist Press: www.abpnews.com

Baptist Press: www.bpnews.org

CBN News: www.cbnnews.com

Charisma News Service: www.charismanews.com

Compass Direct News Service: www.compassdirect.org

Cybercast News Service: www.cnsnews.com

Episcopal News Service: www.episcopalchurch.org/ens

Family News in Focus: www.family.org or www.family.org/cforum/fnif

KCBI Radio: www.kcbi.org

Latin America Mission: www.lam.org/news/lamns.html

Latin American Religious News (en espanol): www.aciprensa.com

Mission Network News: www.MNNonline.org

Religion News Service: www.religionnews.com

Religion Today: www.crosswalk.com

Salem Radio News: www.srnonline.com/srnews.asp

United News and Information: www.uninews.com

USA Radio: www.usaradionews.com

Worldwide Faith News: www.wfn.org

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Family News

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INTERNATIONAL NEWS

IRELAND – RadioTime Agency, a countrywide religious broadcasting agency, was recently launched in the "Emerald Isle," with plans to launch a European-wide religious broadcasting agency. (Steve Marshall, marshall@iol.ie)

Skopje, MACEDONIA – IBS printed 20,000 copies of the 64-page publication, *When Your Whole World Changes*, to distribute to the former Yugoslav Republic of Macedonia. In other IBS news, the society rushed 19,700 Bibles, Gospel excerpts and special disaster booklets to Peru following an earthquake in June. (Judith Billings, 719-488-9200)

San Clemente, CA – The *JESUS* film has been completed in 663 translations (with 281 others in progress), has been viewed in every country in the world, and used by 1,195 mission agencies and denominations. (949-361-7575)

Columbus, OH – Pastor Eduardo Julca of Hispanic International Ministries launched the weekly broadcast *Hispanisimo!!* on WRFD-AM. (614-885-0880)

Huntington Beach, CA – Nearly 8000 youth dedicated their lives to evangelistic ministry after evangelist Alberto Motessi made a call to the young people in his native land of Cordoba to take up the torch of the evangelists who are finishing their mission. (714-375-0100)

South Holland, IL – This summer, The Bible League began its Project Philip Bible study program in Ecuador, providing Scripture to Ecuadorians, introducing them to Bible study courses and training suc-

cessful users to be church planters. In other news, The Bible League in Albania recently introduced Project Andl, an evangelism and discipleship program for children. (866-825-4636)

San Juan, PR – Calvary Evangelistic Mission, Inc., reports that churches, Bible study groups and individuals throughout Puerto Rico and 56 other countries are using its Mailbox Club Bible Correspondence lessons for children and adults. (Ruth Luttrell, 787-724-2727)



Panama City, PANAMA – The recently elected leaders of CONELA (Confraternity of Evangelicals in Latin America) met August 1-4 to plan the next four years, led by new President Rev. Galo Vasquez of Ecuador. The new officers of CONELA's Executive Committee are: Rev. Adonai Leiva, VP (El Salvador); Rev. Julio Rosas, secretary (Peru); Rev. Jorge Lopez, treasurer (Guatemala). Regional vice presidents for CONELA include: Rev. David Tamez (Mexico), Rev. Ilya Carrera (Central America), Rev. Estuardo Lopez (Northern Andean Region), Rev. David Morales (Southern Andean Region), Rev. Braulio Portes (Caribbean) and Rev. Ricardo Luna (Hispanic USA). (vela01a@infosel.net.mx)

New Staff



Manassas, VA – NRB welcomes Bob Powers to the headquarters staff. Powers joins the Membership Department in the newly created position of Manager of Member Services. In this role, Powers will be in close touch with the commu-

nity of Christian broadcasters to continue to expand NRB's membership.

VP of Membership Anne Tower said, "Bob has an outstanding background in customer service and marketing. His expertise will help to grow our membership, as well as provide professional service for existing members."

Powers brings experience in sales and broadcasting to the Association. Prior to joining NRB, he

earned his Bachelor of Arts degree in Broadcast Journalism at the University of Wisconsin, where he gained experience with the NBC news affiliate and the on-campus radio and cable outlets. His latest position was with Ameritech-SBC where he received the Sales Masters Award for being one of the top salesmen serving large businesses.

Powers said, "I can think of no greater joy than doing the work of Jesus. It is my hope and prayer that I can help grow NRB membership to new levels of both service and numbers. I also hope to bring professionalism and excellence into every aspect of our work!"

Powers came to the Association through a meeting with former NRB President E. Brandt Gustavson. "Even through his illness, Brandt was concerned about my future! He truly was a man of God who taught me a great deal about character, compassion and integrity," Powers said.

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- ...for being such a good friend to so many!*

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TRADE TALK



MUSIC

Nashville, TN – Steven Curtis Chapman's 12th Sparrow Records recording, *Declaration*, made Sparrow radio history when its first single, "Live Out Loud," debuted at #10 on AC radio. (Crosswalk.com Entertainment Channel, August 15)



Nashville, TN – Flicker Records released *Soul Lift*, crossing diverse musical genres with artists such as Johnny Cash, Benjamin Gate, T-Bone, Vestal Goodman, Russ Taff, John Ellis (treee63), LaRue, and more, including 3 tracks mixed by DJ Maj on the turntables. The CD digi-pak included the *Soul Lift* Bible study. (Monica Fancher, 615-771-7179)



Nashville, TN – inpop records partnered with Teen Mania Ministries to launch *UNSHAKEABLE*, a compilation CD featuring songs that capture the spirit of the UNSHAKEABLE conferences that will hit more than 30 U.S. cities this fall and coming spring. (Velvet Rousseau, 615-599-2777)

Nashville, TN – B.E.C. Recording group the O.C. Supertones signed an exclusive, long-term booking agreement with the William Morris Agency. (Velvet Rousseau, 615-599-2777)

Nashville, TN – The *Nashville Tennessean* reported that Word Records (a division of Gaylord Entertainment) has taken over operation of its Squint Entertainment record label, laid off most of the employees and folded its artist roster into Word Records. (WebRock.net, August 30)

Nashville, TN – Shirley Caesar was recently honored by President George W. Bush at the White House, garnering recognition for Black Music Month's Legend Honoree. (WebRock.net, July 24)



Corpus Christi, TX – After 30 years of recording Latin hit records from its original studios, Freddie Records has hired Russ Berger Design Group to design its new 6,500-square-foot recording facility. (Jim Brannigan, 631-659-2309)



Nashville, TN – After singing baritone for Bill Gaither for 13 years, Mark Lowry has resigned from the Gaither Vocal Band (GVB) effective December 31. Lowry joined GVB in 1988 and has been with the band the longest of any member — with the exception of Gaither. (www.marklowry.com, June 29)



Atlanta, GA – "Song of Jabez" is the centerpiece of According to John's (A21) second album, *Beyond What I See*, released on the band-owned label, nobox records. (Brian Smith, 615-298-5505)

Nashville, TN – On September 3, Essential/Watershed Records' singer-songwriter Bebo Norman launched his nationwide, 60-city The Big Blue Sky Tour. Norman will play churches and colleges including Texas A&M, Pepperdine, Baylor, Abilene Christian and Florida State University. (Jackie Marushka, Jmarushka@providentmusicgroup.com)



Nashville, TN – inpop records' newest group, Go Fish, recently hosted the morning program at NRB member KBIQ-FM/Colorado Springs, CO, and joined devotions with the staff of NRB member Focus on the Family. The group also did an interview with *Breakaway Magazine* and some quick reads for the *Life on the Edge* Christmas program. (Tiffany Borgelt, 615-599-2777)



Nashville, TN – After more than 10 years of touring and recording five best-selling CDs, dc Talk is taking a break. Michael Tait formed his own band — dubbed Tait, as a tribute to his father — and released *Empty*; Kevin Max recorded *Stereotype Be* and is working on his autobiography,

Unfinished Work (Thomas Nelson Publishers); and Toby McKeenan is due to release *Momentum* November 6. In other dc Talk news, bass player Otto "Sugarbear" Price exited the group's touring ensemble to spend more time with his family and to focus on his career as a producer. (www.dctalk.org)

Nashville, TN – Skillet recently finished taping its first video, "Alien Youth," using computer-generated technology. The group has also developed a special Bible study program based on the five key attributes of living as an "Alien Youth." In other news, the group signed a long-term artist management agreement with Smallbone Management. (WebRock.net, July 13 and 19)



Tupelo, MS – Dallas Holm marks his 36th year of singing ministry with his tour for *Before Your Throne*, his first project released through Ministry Music and distributed by Diamante Music Group. (Randall Murphree, AgapePress, July 3)



Nashville, TN – A new Christmas album from detuned radio records, *Your King Has Come*, paints a picture of redemption with an acoustic-based sound. The project is distributed through Grassroots Music Distribution. Plans are also underway for a Christmas tour featuring some of the artists from the project. (Melissa Hambrick, 615-662-1241)

Tupelo, MS – Jeff Crews, Bradley Littlejohn and Lance Moore make up the new Southern Gospel group Paid In Full. (AgapePress, August 3)



Bob Zawoysky
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in marketing and
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Rich Simons
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at Focus on the Family,
now Senior Vice President
of Business Development
at MasterWorks.

Doug Clark
Over 18 years
experience in leading
marketing of
14 different
Christian ministries,
now Client Services
vice President at
MasterWorks.

Steve Woodworth
Former VP of Marketing
at World Vision,
now CEO of MasterWorks.

Vicky Gallop
Over 8 years of
non-profit media
experience.
Formerly Media
Director at KMA,
now Media Director
at MasterWorks.

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NEWS

Washington, DC – NRB general counsel Wiley, Rein & Fielding (WRF) recently celebrated its 18th anniversary. In the last year, WRF added 35 partners of counsel and associates from a host of prominent law firms and businesses. WRF opened its newest office in Tysons Corner, VA, on May 1 and also introduced its new logo and Web site. Effective July 1, WRF has become a limited liability partnership (LLP). (Richard Wiley, 703-905-2800)



INTERNET

Chantilly, VA – Crosswalk.com, Inc., signed Time Life, subsidiary of AOL-Time Warner, and the United States Navy as new advertising customers. In addition, the netScore Buying Power Index (BPI) report for May 2001 ranked Crosswalk.com as the no. 1 Internet portal in terms of BPI, which gauges the value of visitors to a Web site based on the dollars those visitors spend across all sites on the Internet. (Christine Doherty, cdoherty@crosswalk.com)



Kansas City, MO – Night Watch Ministries joined the International Prayer Movement in June by launching radio program *The Night Watch* on the Internet. (Jeff Tyler, 816-942-7772)



Houston, TX – **themediiaudit**

Research from The Media Audit shows that Web radio can succeed. According to the survey, 23 radio Web sites in the U.S. are succeeding in attracting significant local market audiences — at least two percent of all adults. The 23 stations represent 11 formats, according to Mstreet classification data, but do not include: Adult Contemporary, Adult Alternative, Adult Standards, Black Gospel, Ethnic, Easy Listening, Classical, Jazz or Oldies. Radio formats that generally attract younger audiences were more successful on the Web than formats that generally attract older audiences. The size of the market also seemed to have no impact on the success of a station's Web site. (Robert Jordan, 713-626-0333)

Cincinnati, OH – ChristianNewsToday.com launched its new Christian World News Web site, www.ChristianNewsToday.com. (Ken Lewis, 513-753-8891)



TECHNOLOGY

Los Angeles, CA – During the 111th Audio Engineering Society Convention September 21-24, HHB launched the TL Audio M3 Tube Tracker, designed primarily to add warmth and character to digital and DAW recordings. (Michelle DiPaolo, 631-659-2309)



Newbury Park, CA – Westlake Audio released its new two-way Lc4.75 Monitor Speaker System, created for tracking and mixing studios, audio/video post-production facilities and mobile units. (Jim Brannigan, 631-659-2309)



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TRADE TALK



PUBLISHING

Danville, CA – Ostrich Software, in conjunction with the Lutheran Braille Evangelism Association, has developed a digital Bible for the blind — the Roadrunner talking, handheld Bible. (925-552-0750)

Indianapolis, IN – Moody Radio station/NRB member WGNR-AM/FM partnered with Moody Book Store to celebrate the release of the latest 3-2-1 *Penguins* video from Big Idea, "The Cheating Scales of Bullamanka." (Amanda Roush, amanda.roush@moody.edu)



Nashville, TN – Christian Retailing Online reports that the Gaylord Entertainment Company has filed a six-count suit in federal District Court in Nashville, against Thomas Nelson Inc., alleging that the publishing company damaged the Word property. The suit accuses Thomas Nelson of engaging in false advertising, unfair competition and breach of contract that have damaged Gaylord Entertainment's Christian music division, Word Entertainment, and stems from the July ad campaign in which Nelson announced the changing of Word Publishing's name to W Publishing Group. Thomas Nelson took steps to stop the ads as a "show of good faith" when the lawsuit was filed. (WebRock.net, August 6)

Nashville, TN – *The Narrow Road*, by Brother Andrew with John and Elizabeth Sherrill, is a special expanded version of Brother Andrew's best-selling book, *God's Smuggler*. Published by Fleming H. Revell, a division of Baker Book House, it features a foreword by Jars of Clay and a multimedia CD of the group's "This Road" video, which contains footage of Jars of Clay's journey to meet with persecuted Christians in Vietnam and China. (Rich Hoganson, 615-459-9870)



Minneapolis, MN – In its first major change since 1985, *DECISION*, the monthly publication of the Billy Graham Evangelistic Association (BGEA), has a new format. In addition to stylistic changes, *DECISION* has increased its frequency from 11 issues per year to 12. (Kristel Bosshardt, 612-335-1371)

New York, NY – *Watch Out for Children: A Mothers' Statement to Advertisers*, a report signed by a diverse group of scholars and leaders speaking out as mothers, tackles the growing influence of advertising and marketing in the shaping of children's values. Among the signatories is NRB Executive Committee Member Janet Parshall. (David Blankenhorn, 212-246-3942)

Ventura, CA – Regal Books, from Gospel Light, announced a publishing partnership with worship leader and songwriter Matt Redman. In September, Redman released his first Regal Books project, *The Unquenchable Worshiper*. (Marlene Baer, 800-235-3415)

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TRADE TALK



PEOPLE

Lincoln, NE – Rev. Ord L. Morrow, 89, former assistant radio teacher, conference speaker and Board member of Back to the Bible, died August 17. Morrow served with Back to the Bible from 1959-81 and became an active member of the Board of Trustees from 1984-89. He was the regular Friday speaker for *Back to the Bible* radio program from 1961-81 and also was a speaker for the daily short feature, *Pause for Good News*. In demand as a conference speaker, he authored a number of books including *Straight Thinking About God* and *Giants in Your Life*, and wrote several articles for Back to the Bible publications. (Tami Weissert, 800-759-6655)

Sacramento, CA – Jon and Sherry Rivers, former morning anchors at KLTY-FM/Dallas, TX, joined K-LOVE Radio Network effective September 3. In a unique partnership with K-LOVE, they broadcast their *Morning Show* from River Riders Ranch in Forestburg, TX. (Lloyd Parker, 916-282-1400)

Newberry, SC – Charles W. Ward was recently named the executive director of Vets With A Mission (VWAM). Vets With A Mission began in 1988 and is a group of Vietnam veterans and non-veterans dedicated to bringing healing, reconciliation and renewal to the people of Vietnam. (Ward, 803-405-9926)

Nashville, TN – On July 11, Randy Voorhees, founder/CEO of Bookstore Manager, received a Christian Booksellers Association (CBA) Impactx2 Individual Innovator of the Year award at this year's CBA International Convention in Atlanta, GA. (Velvet Rousseau, 615-599-2777)

Franklin, TN – Magazine and music industry veteran John W. Styll was named publisher of *The Life@Work Journal*. Styll founded CCM Magazine in 1978, and served as president of CCM Communications. Another former CCM Communications executive, Jerry Charles, has joined *The Life@Work Journal* as VP of circulation and operations. With the addition of Styll and Charles to the *Life@Work* team, the publishing operations of *The Life@Work Journal* have moved to the Nashville area from Fayetteville, AR. The *Life@Work* Co. will retain its corporate office in Fayetteville. (Tricia Whitehead, 615-599-7746)

Camarillo, CA – NRB member Salem Communications Corporation named Gordon Marcy the GM of its four-station cluster in Louisville, KY, effective August 2. (Kim Holt, 212-986-6667)

Mobile, AL – Integrity Music hired industry veteran Jackie Patillo as GM for its Urban/Gospel Division. (Shannon Walker, 800-223-7333)



Meade, KS – NRB member Great Plains Christian Radio announced several staff promotions: Doug Wedekind, station manager of KJRL-FM/Herington, KS; Michael Luskey, station manager of KJIL-FM/Meade, KS; Keith Sanderson, station manager of KHYM-FM/Meade, KS; Patrick Green, production director; and Mark Erdman, assistant production director. (Don Hughes, 316-873-2991)

Atlanta, GA – Daniel Hudson joined the management team of Genesis Communications as Central Florida general sales manager. (Bruce Maduri, 678-324-0170)

Franklin, TN – Provident Music Distribution announced the following promotions/changes within the marketing department: Mark Paulson, manager of events and label relations; Shawn O'Hara, manager of interactive and multimedia marketing; Carol Roundtree, manager of retail marketing; Bethany Carlson, marketing and events coordinator; and Sara Frey, retail marketing coordinator. (Brooke Tucker, 615-261-6361)

Los Angeles, CA – Ralph E. Plumb was named president/CEO of the Union Rescue Mission (URM). (Liz Mooradian, 213-673-4800)

Colorado Springs, CO – WaterBrook Press announced three promotions: Ginia Hairston, director of marketing; Michele Tennesen, director of communications; and Mark Ford, senior art director. (Tennesen, 800-603-7051)

Gaithersburg, MD – C. Harry Causey was appointed full-time executive director of the National Christian Choir in Washington, DC. The choir, now entering its 18th year of ministry, was founded by Causey, who also remains its music director. (NCC, 800-599-4710)



C. Harry Causey

Ventura, CA – Gospel Light/Regal Books recently made staff changes in its publicity department: Marlene Baer, publicity manager and Heidi Kimm, publicity coordinator. (Marlene Baer, 800-235-3415)

Virginia Beach, VA – Arthur Caccese was named Senior VP of Regent University. (Baxter Ennis, 757-226-4093)



Arthur Caccese

MEMBERSHIP

Adding a Latin Flavor to NRB

NRB seeks members from the exploding segment of Hispanic TV and radio stations. The Hispanic Chapter of NRB (HNRB) offers networking and educational opportunities at the national convention in Nashville, with a Spanish-language concert, dinner, awards luncheon and annual "vision" business meeting. Additionally, a newsletter in Spanish will be sent to all HNRB chapter members and any Christian broadcaster who requests to be on the mailing list.

Andres Panasiuk of Crown Financial Ministries and member of the HNRB chapter board, says, "NRB members need to expand their vision now to include this large segment of our population."

Facts and Figures

According to the 2000 Census, most Hispanics live in large metropolitan cities, and 35 percent of the Hispanic population is under 18. This huge group offers an incredible opportunity to present the Gospel. However, in order to reach this population, many American broadcasters will have to move out of their comfort zone.

NRB stations looking to reach Hispanics have many obstacles. First is the obvious language barrier. Second, findings show Hispanic

broadcasters lack funding for their programs. Third, English-speaking stations are hesitant to air Spanish-language programming for fear of alienating their regular audience.

Dolly Martin-Monroe of KHCB-AM/Houston, TX, says, "Latinos gravitate toward programs in their own language. Broadcasters will gain a significant number of listeners if Spanish music and programs are included in the station lineup or the station purchases separate outlets specifically for minority-language programming." Moody Broadcasting Network has done just that; its parent station, WMBI-AM/Chicago, IL, began airing time blocks of Spanish-language programs more than 20 years ago. Named Radio Esperanza, it is going strong today and is an all-out effort to reach the Hispanic community for Christ.

One Chapter's Success

The Southwest Chapter of NRB (SWNRB) has been successful in offering workshops in Spanish at its regional convention, bringing Hispanic members together and giving them networking and educational opportunities. To help Hispanic members to participate, SWNRB locates scholarships to cover the cost of registration.

A Challenge

Panasiuk says, "Identifying the evangelical broadcaster or church is the hardest part in reaching out to the Hispanic community." He challenges Association members by asking you to send to NRB the name of a Hispanic broadcaster or evangelical church with a media ministry, including the phone number, address or e-mail address if you have it. He will put them on the mailing list for the HNRB newsletter.

The NRB membership department also will contact your referral and invite them to apply for membership. We must reach out to the evangelical Hispanic community. What better way than NRB membership? E-mail NRB Manager of Member Services Bob Powers at bpowers@nrb.org with your candidate's name and information.

Hispanic broadcasting — an opportunity and challenge you don't want to miss!

NRB VP of Membership Anne W. Tower can be reached at atower@nrb.org or 703-330-7000, ext. 511.



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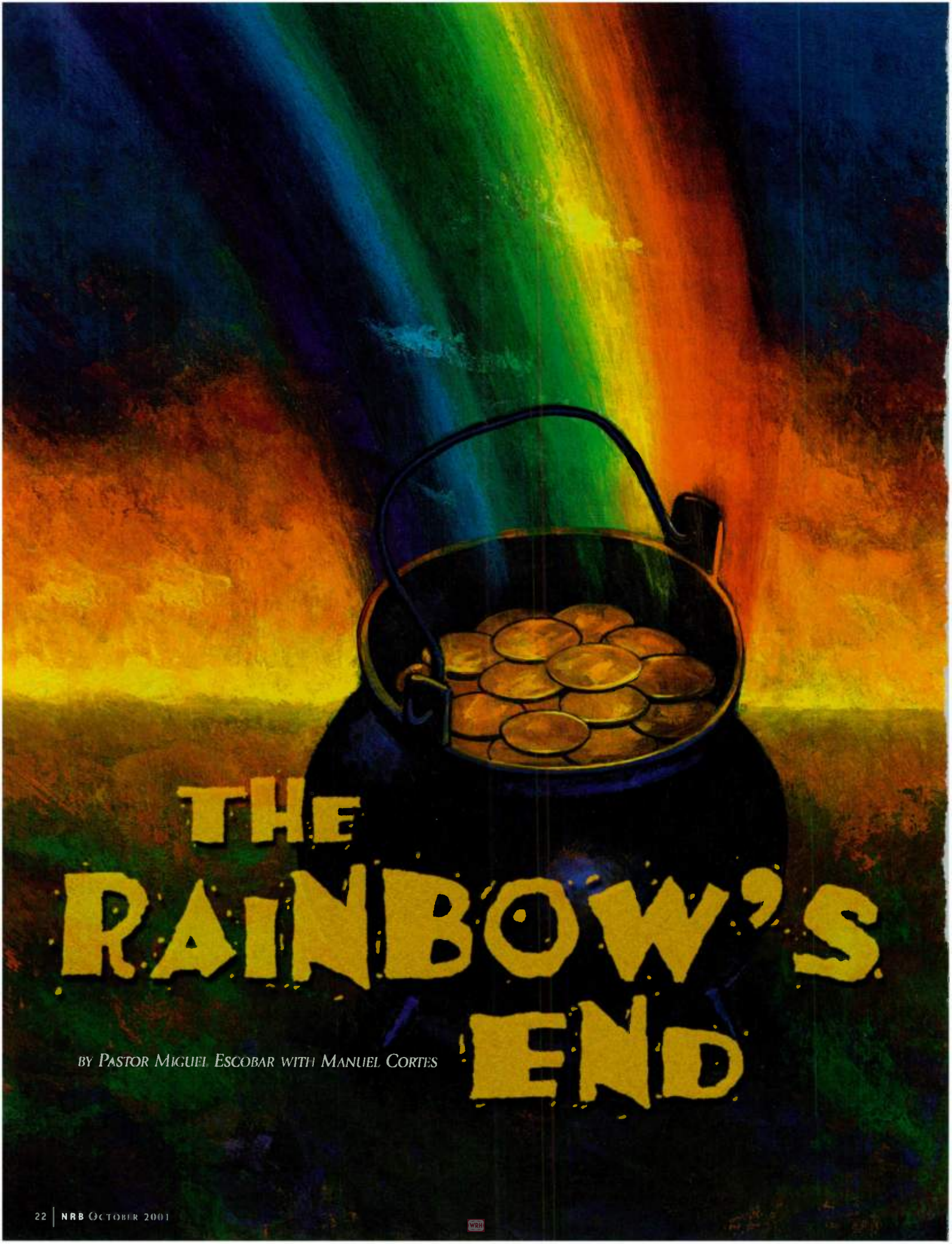
We need your help to reach the Christian communicators who reach Hispanics — the largest growing minority in America!

So please help us to identify these important broadcasters. We'll send them the HNRB newsletter (completely in Spanish!) and membership information.

Call or write NRB Manager of Member Services Bob Powers at 703-330-7000, ext. 513, or bpowers@nrb.org to refer someone — or refer yourself!

If your referral joins NRB, you'll receive a free watch as a thank-you gift.

**Don't keep a good communicator
to yourself — let them
join the fiesta!**



THE RAINBOW'S END

BY PASTOR MIGUEL ESCOBAR WITH MANUEL CORTES

The saying is that at the end of the rainbow you can find a pot of gold. The diverse colors blend together to end in one: gold. This is the phenomenon that can be captured through the media.

Radio and TV bring a diverse body into unity through wavelengths. Christian radio and TV signals travel from different locations to a common place: peoples' hearts. The vision of their programs is to bring glory to Jesus Christ and to extend the Kingdom of God throughout the earth.

Diversity is clearly seen in the revival found in the book of Acts. Races and varied cultures came together "in one accord" to wait on God's promise. We must replicate that atmosphere to unite ministry opportunities between cultures and races. Although it is a complex project, I believe Christian media is the best vehicle.

THE RAINBOW PRINCIPLE

Media changed my life in 1962. In my home country of Chile, masses of people came together for the Soccer World Championship. The country was transformed by the media's coverage of that event and was never the same. This is an example of how media affects the culture. How much more powerful can the media become when it is used by God's hands to bring about social transformation and revival? For such a movement to take place, the rainbow principle has to be put into effect.

I have seen this principle demonstrated in countless trips I've made throughout five continents. God has moved powerfully during the preaching of the Gospel. The mixture of languages, customs and cultures resulted in the glorification of God. Gold is found when the church and Christian media use the varying colors of their abilities to reach a lost world. The big challenge for the church in any culture is to appreciate and to understand that God shows no favoritism in granting spiritual gifts and ministries to the universal church. God will be glorified through our diversity.

U.S. GOLD

The immigration population in the United States is steadily increasing. Non-English-speaking groups are playing an important role in the economy and culture of the country. The U.S. Hispanic population is growing with a snowball effect, exerting greater influence as it continues to expand. This Latino influence is each day more visible and becoming stronger within the nation. Consider pop music's recent embracing of Ricky Martin, Christina Aguilera and the re-emergence of Carlos Santana. Christian music also is recognizing the need to capture this growing market through artists such as Jaci Velasquez (see sidebar on page 24).

God has given the United States a wonderful opportunity to provoke revival in the land. Races and cultures are coming to this country for varied reasons. This is turning America upside down and shaping her as a missionary field. The church is being shaken and cannot stay in its comfort zone any longer. The Lord wants to move the church to a higher level and the media is able to help tremendously.

In light of the ever-increasing Hispanic market and millions of people who speak this language, we must understand that a different language should not be seen as a competition to the American market. Rather, it can be a pillar that will build up a harmonic spiritual body where Jesus Christ is honored and glorified.

"I think [Spanish media is] evolving, and as [the Hispanic population becomes] bigger and bigger a factor in the marketplace, so will the media. Media will follow where the market goes. It may be behind it, but it will get there eventually."

— Jim Dreğumis, Group Head, TN Media

Hispanic churches are known by their enthusiastic praise and worship that expresses the love of God in adverse circumstances. Concepts like this may positively affect the existent culture of American churches.

The United States is being transformed by a tremendous move of God within the Hispanic community. *Charisma Magazine* recently discussed the importance and credibility of this Hispanic nation that is growing within another nation. According to statistics cited in the publication, more than 30 million people are Hispanic or Spanish-speaking descendants. They must be reached for the Lord. In the same spirit, the church needs to include evangelistic programs that will touch this growing community with the Gospel.

Broadcasters and church leaders must join their colors to make revival a reality. In the climate of today's United States, integration of different cultures is the keyword we must use. The primitive church was a multi-ethnic body that turned the known world upside down. In this new era, America has the resources and elements to answer God's call to duplicate that topsy-turvy event.

Colors by themselves will never have such an impact as when they come together in harmony. Let us share the gold at the end of the rainbow.

Pastor Miguel Escobar and Manuel Cortes are founder and director, respectively, of Terraglobe Ministries International. Visit the ministry's Web site at www.terraglobeministries.org.

WIDENING THE RAINBOW

Steps to broaden the vision of current and potential Christian broadcasters in America for revival.

1. Adopt Spirit-filled churches and promote their message through our media.
2. Send missionary teams overseas to gain experience ministering in a foreign culture.
3. Expose the reality of overseas Spirit-filled churches to America.
4. Open new venues for Hispanic ministry in America's Christian media.
5. Extend invitations to Christian media professionals from other countries to share their vision and experiences in U.S. Christian conferences and seminars.
6. Provide financial resources to programs originating from other cultures.
7. Encourage current Christian broadcasters to take the Gospel overseas in partnership with the Latino world.
8. Broaden the international scope of NRB.

— ME & MC

Reaching Through Regionals

The SWNRB regional chapter is expanding its outreach to Hispanics. Following is a list of how you can do the same.

1. Think seriously about giving air time to Spanish programs. Latinos gravitate toward programs in their own language. You will gain a significant number of listeners if you include Spanish music and programs in your lineup or make plans to purchase separate outlets specifically for minority language programming.
2. It is time to branch out and take a serious look at how to provide full service to the Spanish-speaking community in the United States. Hire Hispanics or bilingual personnel if you want to reach and meet the needs of the fastest-growing minority group in America.
3. If you produce a Spanish-language version of your program overseas, you cannot depend on a production team in Latin America to handle all the details without a Hispanic liaison in your U.S. office.
4. Many Spanish-language stations don't have the budget to send a representative to NRB. Invest in the lives of Hispanic broadcasters by providing a sponsorship to NRB 2002 or HNRB 2002. SWNRB provides Spanish-language workshops at its annual regional convention, actively recruiting Hispanic communicators to the regional.

— Dolly Martin-Monroe, KHCB Radio Amistad, Houston, TX

ONE HISPANIC HEARTBEAT

Jaci Velasquez has been around NRB circles since 1997, when she sang at the annual convention and later performed for the SWNRB regional convention. She is an artist whose Hispanic heart beats for the Lord and for Latinos.

In 1997, when she was 16, her hit CD, *Heavenly Place*, debuted in the top 10 of SoundScan's Christian music chart, spent 83 weeks on *Billboard's* Heatseekers chart and went Gold. Her sophomore release, 1998's *Jaci Velasquez*, debuted at no. 1 on *Billboard's* Christian Music Album Sales Chart, spent 16 consecutive weeks on *Billboard's* Top 200 Albums chart and also went Gold. Every single from both of these discs went to the top of the AC airplay charts.

In 1999, to honor her grandparents and her Mexican/Spanish heritage, Velasquez released her first Spanish-language project, *Llegar a Ti*, for Sony Discos. It went Platinum, helping her reach a larger audience than ever before. In May of this year, Velasquez released *Mi Corazon*, another Latin album which also went Gold. The first single, "Como Se Cura una Herida," was at no. 1 on *Billboard's* Top Latin Tracks Chart at press time.

Velasquez has attracted nominations for Grammy Awards, Latin Grammy Awards, Ritmo Latino Music Awards, Premio Lo Nuestro Awards, *Billboard* Latin Music Awards, *Billboard* Music Video Awards and Dove Awards, winning a Dove and a Premio Lo Nuestro. Her other attributes have received attention as well, with stylist John Frieda selecting her as the spokesmodel for a major ad campaign for his Frizz-Ease brand of hair-care products.



In late August, Velasquez wrote in her online journal (www.planetjaci.com) that she finished a Latin Christmas record and was going into rehearsals for her first Latin American tour. Countries she will visit include Panama, Venezuela, Brazil and others.

"Doors have been opened for me to bring the message of Christ to the Latin audience," Velasquez says, grateful that a new audience is embracing many of the same songs her Christian listeners drove to the top of sales and airplay charts.

— excerpted from www.ajy.net and www.planetjaci.com, with additional reporting by NRB Managing Editor Christine L. Pryor.

Largest Hispanic Markets

Rank	Arbitron Rank	Market	Hispanic Population	% Hispanic of Total Population	% of U.S. Hispanic Population
1	2	Los Angeles, CA	6,928,500	40.6	18.3
2	13	Puerto Rico	3,884,400	99.6	10.3
3	1	New York, NY	3,776,200	18.5	10.0
4	12	Miami, FL	1,522,100	38.8	4.0
5	4	San Francisco, CA	1,423,900	20.1	3.8
6	3	Chicago, IL	1,354,000	14.2	3.6
7	10	Houston, TX	1,312,800	25.3	3.5
8	32	San Antonio, TX	1,167,900	55.0	3.1
9	6	Dallas-Fort Worth, TX	927,800	15.7	2.5
10	63	McAllen-Brownsville, TX	874,100	89.5	2.3
11	15	San Diego, CA	803,000	27.3	2.4
12	16	Phoenix, AZ	783,000	20.4	2.3
13	65	Fresno, CA	737,000	44.3	2.2

— Source: SEC Form 10K filings by Spanish Broadcasting System and Radio Unica

TRANSLATION CASE STUDY: INSIGHT FOR LIVING

The *Insight for Living* (IFL) broadcast is currently heard through more than 2100 radio outlets in 16 languages. IFL's foreign language translation is a fairly involved process. As a ministry, "IFL is committed to excellence in communicating the truths of Scripture and the Person of Jesus Christ in an accurate, clear and practical manner..."

We recognize that, while biblical truths are borderless, Chuck Swindoll's American wording and phrases may not be the best way to communicate those truths into another language and culture. Our translators are trained to take his messages and, while maintaining the integrity of the biblical doctrine, adapt them culturally to speak to their compatriots.

All of the IFL translators (except one) reside in a country where their language is spoken predominately. This policy gives our translators invaluable insight into the felt needs and current culture of the listeners to each of our foreign-language projects. (The exception to this rule is David Hormachea, our Spanish Translator who lives and works in Santa Ana, CA. Born and raised in Chile, David understands the cultural differences in the Spanish language/culture.)

Spanish translation is performed by two men: Miguel Mesias, an IFL-trained contractor, does the initial translation of Swindoll's messages from written transcripts; Hormachea, pastor and voice of *Vision Para Vivir* (VPV – *Insight for Living* in Spanish), revises and refines the messages. Hormachea is an IFL employee.

Other languages are handled differently. One method is that the translator is contract labor paid directly by IFL. Another method is a salaried employee of an in-country partner organization, whose salary is paid by IFL. The majority of our translators are contractors paid through partner ministries (primarily Trans World Radio) based on the number of programs produced each month.

Generally speaking, it is more expensive to have on-staff translators, although this method provides more control over content and ministry. The reverse is true for contractors.

We syndicate VPV programming primarily via cassette, although some of our partners operate satellites to relay the programs on to even more stations. Syndication via cassette is the standard for Central and South American Spanish broadcasts. VPV can be heard on shortwave, AM and FM broadcasts throughout the United States, Mexico, Central and South America, and even in parts of Spain.

Last month, VPV could be heard on more than 400 outlets worldwide. We have local stations in 20 countries: United States (both on the mainland and in Puerto Rico), Mexico, Guatemala, Belize, El Salvador, Honduras, Nicaragua, Costa Rica, Panama, the Dominican Republic, Venezuela, Colombia, Ecuador, Peru, Bolivia, Paraguay, Uruguay, Argentina, Chile and Spain. In addition, short-wave broadcasts of VPV have elicited responses from listeners in several other Caribbean nations, including Cuba. It's difficult to estimate how many listeners hear VPV each day, but our distribution is sufficiently wide enough to reach most of the world's 400 million Spanish speakers.

The most important benefit of translation is the opportunity that it provides to share Christ with and minister to Spanish speakers directly and clearly. Hispanics who immigrate to the United States say almost unanimously that they left their homeland to improve their lives, and at the top of their list of priorities is education. What better way to respond to that need than to provide the solid biblical teaching they need — the transforming message of God's love. IFL's role is unique in that while many Christian broadcasters offer evangelistic programming, few share our focus of equipping believers through solid Bible teaching.

IFL is translated into 15 foreign languages (unless noted, translators are IFL-trained contractors):

Arabic	Mandarin	Swahili
Bengali	Norwegian (salaried employee of in-country partner, IFL pays the salary)	Tamil
Hindi	Portuguese (currently no translator)	Telegu
Indonesian	Russian	Vietnamese
Javanese	Spanish (one IFL employee, one IFL-trained contractor)	
Malayalam		

Plans are in place to add three more languages very soon: French, Gujarati and German.

— Julie Pierce is marketing manager for *Insight for Living* and can be reached at juliep@insight.org or 972-473-5064.

HISPANIC PASTORS DISCUSS RADIO OUTREACH

You don't have to leave the country to reach someone of another nationality. Sometimes you don't even have to leave your city.

Approximately 300,000 Hispanics currently live and work in North Carolina, according to Jim Munger, director of U.S. Spanish Ministries for Cary (NC)-based TransWorld Radio. Their presence has prompted TWR, a ministry that broadcasts the Gospel message in hundreds of languages throughout the world, to consider how it can make an impact closer to home.

"There is a need to minister to the thousands of Hispanics living in the Raleigh area," Munger said. He said many are lonely and afraid because they are separated from their families and are alienated from U.S. society by language and culture barriers.

Yet the root need is spiritual, Munger said. "All these emotional needs are really tied to spiritual issues. Regardless of language or culture, all people need to have a relationship with Jesus Christ," he said.

TWR put out the call to local Hispanic ministers interested in reaching their community by radio. About a dozen leaders and lay ministers gathered at the ministry's headquarters to discuss the possibilities of a Spanish-language broadcast. More meetings to develop program ideas and work out production details will be held in coming months.

"We are very much in the early stages and are still discussing the needs of the community and options for reaching them," Munger said, adding that similar programs are being explored in two other North Carolina cities — Charlotte and Wilmington — in Greenville, SC, and in Atlanta, GA.

— Stephen Little is a freelance writer for *The Raleigh World*, a Christian newspaper in Raleigh, NC. This article originally appeared on AgapePress (headlines.agapepress.org/archive/3/272001e.asp). Reprinted with permission.

A relatively new radio signal is making a mighty impact throughout the Americas. Voz Cristiana (Christian Voice), a newcomer to the shortwave spectrum, also is popping up on local stations throughout the region with its satellite service.

Tune your dial across the international band in a Mexico City hotel room or at a lakeside resort in the middle of Brazil and you will hear the clear signal and professional sound that Voz Cristiana beams from a mammoth shortwave facility built by the controversial Chilean dictator, Augusto Pinochet. The shortwave outlet will begin broadcasting in Portuguese to Brazil later this year. Additionally, Voz Cristiana programming is heard on 55 local AM and FM stations throughout Latin America.

The Vision of Christian Vision

The station's parent company, Christian Vision, also operates a shortwave radio station (also known as Christian Voice) in Zambia and is developing a large international broadcasting facility in Australia that will reach all of Asia and the Pacific.

"Businessman Bob Edmiston started Christian Vision in the United Kingdom in 1988," explains Terry Bennett, the organization's director of operations. "Despite success in the secular world, Bob had a desire to use the gifts that God had given him to introduce people to Jesus, especially in areas where the Gospel needed to be heard." The organization is funded by profits from Edmiston's business activities.

The partnership resulted in the development of the Christian Vision network of radio stations and satellite affiliates carrying Christian programming. "Africa was the first target, with its vast population and the largely English-speaking audience," Bennett says in an interview from his office in England. "Latin America and Spanish were next. With English and Spanish being among the most widely spoken languages in the world, it makes the broadcasting audience immense. Add to this Mandarin, and a large percentage of the world's population is catered to."

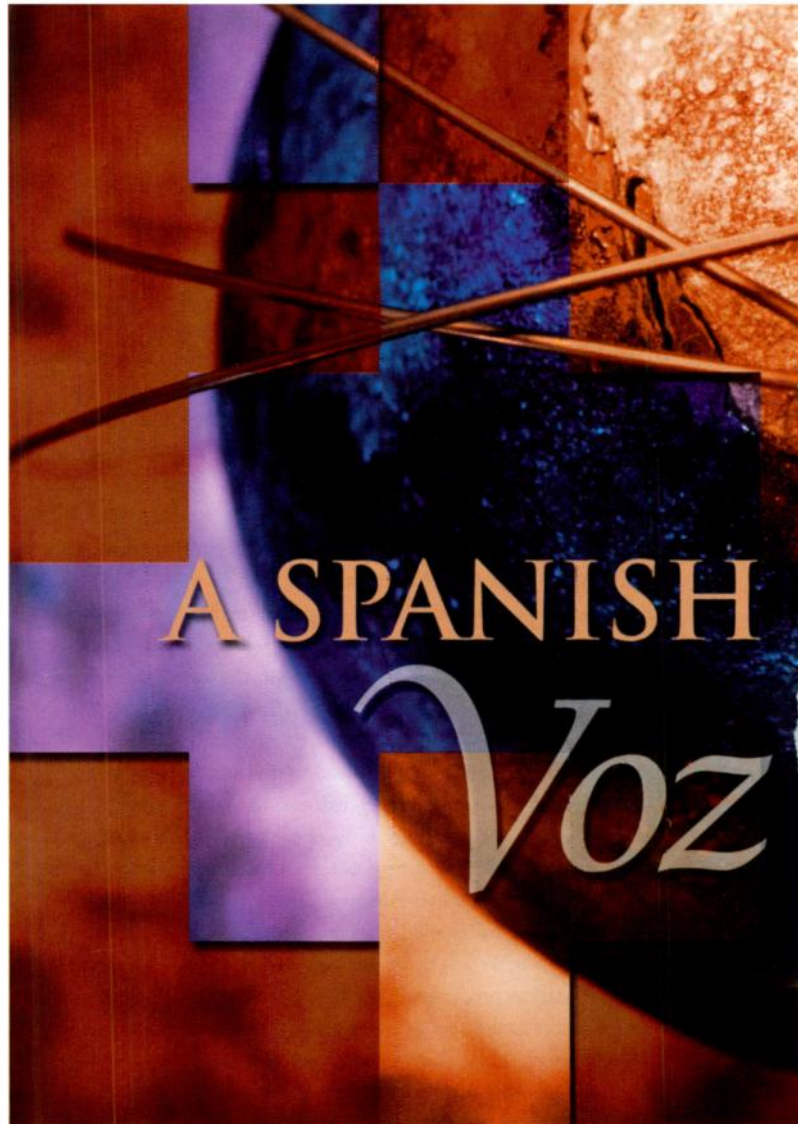
"We are serving a combination of people," reports Juan Mark Gallardo, regional manager of Voz Cristiana. "We reach non-Christians who are seekers at the same time that we are helping people who are Christians to deepen their faith."

"A Total Blessing Without Preaching"

Gallardo explains that many listeners throughout Latin America have grown up in a Catholic background, thus have some knowledge of Christianity even if they are not active in their church. "We are reaching them with a professional style of broadcasting that includes music, news, sports — a total blessing without preaching at them," he says.

Using a blend of Bible-based teaching and contemporary Christian music, Christian Voice programs tend to be similar to that of a local station. "Other international broadcasters switch from one language to another to provide for as many different people as possible," Bennett explains. "Christian Vision broadcasts in one language and tries as much as possible to relate to the local audience."

"Our station is predominantly presenter led; we have presenters airing shows 24 hours a day," he adds. "This is our favored format and we feel that it works alongside the other styles of Christian radio."



The station's daily schedule involves a wake-up program in the morning, plus youth-oriented shows, a men's program and several programs for women, including *The Woman of Today*, hosted by Norma Pinzón from the station's Miami studios. "The program serves to build the basis of the family that the Lord established in His word," Pinzón explains. "By means of different segments (such as Christian psychology, improving a Christian marriage, how to make yourself beautiful on the outside and the inside, health, etc.) we demonstrate that with Jesus, we are able to have a happy home." Pinzón was an actress and radio presenter in Colombia and Miami before beginning work at Voz Cristiana when it went on the air three years ago. "At this time, I am using my talent only in the service of the Lord, to His glory," she says.

That people are responding is evident to Gallardo and his team. "We are receiving around 500 letters a month here, mostly in response to our shortwave broadcasts and the streaming audio on the Internet," he says. "Then, the local stations that carry our programs also receive responses from listeners."

Taking It Local

While Christian Vision continues to spend considerable energy on its growing number of international shortwave outlets, Gallardo is also excited about the organization's increasing presence on local radio stations throughout the Americas, including the United States.



SOLUTION: *Cristiana*

By KENNETH D. MACHARG

"We're on 55 stations in Central and South America now, and adding more every week," Gallardo exclaims. The organization's programming can be heard on local stations in Argentina, Bolivia, Peru, Colombia, Paraguay, the Dominican Republic, Guatemala, Panama and Venezuela.

In addition, Voz Cristiana has added an affiliate in North Carolina and two stations in Miami. One of the Florida stations, Radio Luz, at 1700 AM, can be heard well throughout the southeastern United States in the late evening. "Miami is an international city," Gallardo says. "For us, there are many resources, including people, who come here from many countries and many Christian leaders who pass through and are available for interviews."

As the Spanish-speaking population continues to grow in the United States and expands to areas of the country where there is enough Spanish to justify radio programming, Gallardo is looking to sign up new affiliates across the country. "Voz Cristiana provides 24-hour radio programming especially for radio stations that want to add a variety of styles and segments to their existing outreach," Gallardo explains. "We try to be as versatile as we can so that any radio station can take down hours at a time or a short segment of only a few minutes.

"If a station needs programming to reach the women, men, young people or children, then they could take a two- to three-hour block of programs we have to meet that need," he says. "We

offer complete flexibility because we believe only the local station knows what would work best for their local audience."

The service is free to nonprofit organizations. Commercial stations are charged a monthly fee depending on their monthly revenue in proportion to how much of the service they use. Voz Cristiana offers eight minutes an hour for local commercial or program insertion. With a C-Band satellite dish of no less than 2.4 meters and the purchase of a Comstream Decoder, any station can receive the signal of Voz Cristiana.

"I think this is a fulfillment of God's call on my life. Because we don't have to raise funds or sell commercial time," says Gallardo, "we can hire a professional staff to bring the Good News of Christ throughout the world."

Formerly a missionary broadcaster with HCJB, Kenneth D. MacHarg is a missionary journalist and communications coordinator with The Latin America Mission. He has authored four books, the latest of which is Inside Track: Latin America through the eyes of a Missionary Journalist.

FYI "We are wanting local AM and FM stations throughout the Americas, including the United States, Mexico, the Caribbean, and Central and South America to contact us if they are interested in becoming an affiliate of Voz Cristiana," says Regional Manager Juan Mark Gallardo. Interested stations should write to: Voz Cristiana, 15485 Eagle Nest Lane, Suite 220, Miami Lakes, FL 33014

Tuning In

Listeners in North America can hear Voz Cristiana in Spanish on the following shortwave frequencies:

Mexico, Central America and the Caribbean

1:00-13:00 UTC (9 p.m. - 9 a.m. EDT) 11690 kHz
13:00-1:00 UTC (9 a.m. - 9 p.m. EDT) 21550 kHz

Northern South America and Central America

00:00-14:00 UTC (8 p.m. - 10 a.m. EDT) 15375 kHz
14:00-00:00 UTC (10 a.m. - 8 p.m. EDT) 17680 kHz

Brazil

21:00 - 11:00 UTC (5 p.m. - 7 a.m. EDT) 11745 kHz
11:00 - 21:00 UTC (7 a.m. - 5 p.m. EDT) 21500 kHz

Southern Cone

22:00 - 12:00 UTC (6 p.m. - 8 a.m. EDT) 6070 kHz
12:00 - 22:00 UTC (8 a.m. - 6 p.m. EDT) 9635 kHz

Many of the frequencies directed toward Central America can be heard well in North America. Voz Cristiana also can be heard over portions of the southeastern U.S. at 1700 kHz on the extended AM band after 9 p.m. Eastern time and throughout the day in the Miami area on the same frequency.

In addition, Voz Cristiana programming can be heard online at www.VozCristiana.com. An English-language Web site for Christian Vision can be found at www.christianvision.com.



Why You Should Have a Local News Department

BY BOB HOLMES

My question to presidential candidate George W. Bush was straightforward: "Would an openly known homosexual serve in your administration?" It was a week before the important South Carolina Republican presidential primary. The national media was roaming the state. And they were listening to the live interview on Christian radio station WMHK-FM/Columbia, SC.

First it was the *New York Post* on the phone wanting to clarify his answer, an answer that also would appear in the next edition of *Time* magazine. National Public Radio wanted a copy of the interview, as did a homosexual newspaper in Washington, DC. A newspaper man in California wanted me to play the interview over the phone. He had read about it in another newspaper.

And all I did was ask a question I knew my Christian audience wanted an answer to. But the question would have never been asked if WMHK did not have its own news department. As a matter of fact, it was candidate Bush's campaign that called us to let us know of his availability for the interview. His South Carolina aides were familiar with us and our reputation for news.

Local credibility is just one good reason why your Christian radio station should have its own news department. There are many good reasons to have a news department at your station.

WMHK just celebrated its 25th anniversary, and news has been a priority since day one, especially in the morning drive. So instead of making my case for news by expounding on a lot of heady-sounding news philosophy, I thought I'd do a little reminiscing and share a few highlights of my nine years at the station. It will help me to better explain why I feel passionately that every Christian radio station that can possibly afford it should have a news department. Even if that department consists of a part-timer equipped with a telephone and a tape recorder.

The Governor and Harry: A Christian Voice in the Marketplace

The Harry Potter craze hits the office of South Carolina's governor. He is making books about the boy wizard available to middle school students throughout the state. I know it will be a hot issue with my Christian audience.

At a news conference, the governor is asked by a WMHK reporter about the concerns some parents have about Harry. Would any secular news media have challenged the governor with such a question? His answer would be one of our top news stories.

A Christian voice in the marketplace of ideas. Another good reason why your Christian radio station should have a news department.

Sex Ed and the School Board: Affecting Change

Soon after WMHK aired an interview with an advocate of abstinence-based sex education programs, the woman appears before a county school board in our listening area. The board is developing a sex ed program. During questioning, one board member asks, "Didn't I hear you on the radio?" When she responds yes, the board member states that if she could handle the tough questions she was asked on the radio, then he is in favor of her abstinence-based program.

Affecting change. Another good reason why your Christian radio station should have a news department.

Live on the Scene: A Call to Action

A tornado touches down just west of Columbia, completely destroying one house and damaging others. As I report live from the scene via cell phone, I describe the devastation: pieces of family life at my feet, food from the pantry, toys, a vanity license tag bearing the names of husband and wife. The wife is dead.

Then a tap on my shoulder. "I was hoping I'd find you here," says a woman representing a relief agency that involves several

churches in the county. She knows if she can get the word out via Christian radio, help will be on the way. A live interview follows ... so do relief supplies.

A call to action in times of trouble. Another good reason why your Christian radio station should have a news department.

Rubbing Shoulders: An Extension Into the Marketplace

Although many employees at Christian radio stations seldom meet or talk face-to-face with unbelievers, the newsperson has the opportunity to do so almost on a daily basis. When I place our mic flag with logo on the podium at a news event, newsmakers and other media know who I represent: WMHK and Jesus Christ.

An extension into the marketplace. Another good reason why your Christian radio station should have a news department.

The Death Penalty: Engaging the Culture

Let's go back before my relationship with WMHK. I'm working with WRVL-FM/Lynchburg, VA, and an infamous murderer is about to be executed in Richmond. Around midnight, I approach the candlelight vigil organized by a Lynchburg anti-death-penalty group and ask the leader why the group always remembered only the murderer and ignored the victim of the crime.

He has no answer, at least not right then. His answer comes later when his group begins holding vigils at the scene of the murder on behalf of the victim. He tells the media that my question made him realize the inconsistency in his approach to the death penalty.

Engaging the culture. Another good reason why your Christian radio station should have a news department.

Final Notes

I'm not saying that WMHK has been a major source for news in the Columbia market, but we have taken away the listener's urge to turn the dial to "Brand X" radio station for news. We also provide an alternative to the secular news pablum, giving the listener a mix of local and world news combined with news stories that are meaningful to the Christian life.

And in case you're wondering, candidate Bush answered my question by saying, "An openly known homosexual, Bob, is somebody who probably wouldn't share my philosophy."

Has that been the case in the administration for the one we now call President Bush? That's a question for the news department at your Christian radio station to investigate.

Bob Holmes is news director at WMHK-FM/Columbia, SC, winner of the NRB 2001 News Award and the 2001 National Association of Broadcasters Marconi Radio Award for Religious Station of the Year.

For more information on how your station can improve its news, check out the NRB 2002 News Boot Camp at www.nrb.org/NRB2002/02bootcamps.htm.

Reclaiming Our Relevance:

NRB 2001 featured two workshops on news: "Redeeming the News for Christian TV" and "News — Texas Style." The first session was moderated by Stan Jeter, senior producer/editor for Christian World News; the second was moderated by Gordon Govier, news director for WNBC-FM/Madison, WI.

NEWS

When God called the Israelites to rebuild the Temple, the first people to be called were not the priests or musicians. The first to be called were the artisans and craftsmen, because through their artwork the people were educated about the truth of God. They were educated about the testimony of God bringing them through the Red Sea. The enemy is defeated by the blood of the Lamb and the Word of the testimony. We must get a sense of what the Word is that we have to speak to our communities.

When I was working for a consulting company, my boss asked how we could keep a TV station in a dominant position for longer than five years. I answered that the TV station that becomes the news department that is an asset to the community will establish a long-term relationship with the community. We took the testimony and the word of the community and turned it into an asset.

What secular news media has learned is that what they give back to the community comes back to them in a financial way. The big questions everyone has are, "Why should we do news? How are we going to pay for it?"

You're going to pay for it by thinking about the way to communicate in the new world. You can tell the stories in your community. I'm working with a couple of ministries right now and have more media requests than I can imagine. Why is it that *60 Minutes* is calling me but Christian stations aren't? Who should be telling these stories? Christian media should be! We shouldn't be abdicating our responsibility to secular media to tell the truth about what God is doing in our world.

If the secular media is going to be there, we must be praying for them. There are more Christians in secular media than you can imagine. We should be reaching the masses through every aspect of broadcasting: entertainment, news, drama, documentaries, everything.

We are in a war for our culture. We must reach the culture where it is. As Doug Stringer (founder of Somebody Cares) says, we must unite our individual fishing lines and tie them into a net so that we can catch the lost, the dying, the disenfranchised, the hurting. We must.

— Lynn Scarborough, consultant/TV news coach/producer/writer

Redeeming the News for Christian TV

How does Prince Otto Eduard Leopold von Bismarck, the great politician/soldier/aristocrat of 19th century Germany have any connection with today's local TV news? He is reputed to have said, "There are two things you should never see in the process of being made: laws and sausage." I would have to add a third to that: the local TV news.

Recently, during the ratings sweeps, I saw a story on "How Best to Use Your Time." Part of the promo was full of flash and dash, enough to make Oliver Stone dizzy. The gist of the story was, is it quicker to go through the drive-thru or go inside when you order a hamburger? That was the reason for all of the flashy promos.

On a Saturday night, I tuned into a newscast and the big breaking story was about a boy who had been hit and killed by a car. It happened in front of his grandmother, who was rushing to rescue him. With a live shot, a reporter is looking at the camera in a concerned way, telling the story. She reaches over, pulls the grandmother into the shot, turns to her and asks, "Was he a good little boy?" The reporter is still on the station.

This is what apparently is the result of the style of news that came about when the consultants came to town, selling a gospel of profit flowing in through the newsroom door where very little profit ever flowed before. So what you have is people doing all these

There is no shortage of news, but people just aren't satisfied with it. This has created an opportunity in which alternative media can make a difference. In the church, we've created a false dichotomy in our minds, a false belief that the news is a secular enterprise and we as the church have no responsibility for it. We don't necessarily want to engage the issues from our pulpits, not wanting to appear partisan. What happens is that we become irrelevant to people. Jesus spent time relating to people about their needs and what was going on in their community.

We have to be willing to make a difference. Dick Bott recently said, "We have no problem being the light; but sometimes we do have a problem being the salt." Christians are not much different in the marketplace, and it's partly because the church doesn't speak to lifestyle or the kinds of things that would encourage people to stay away from self-destructive behavior.

A recent newspaper headline read: *Hannibal* can't scare off kids. The article discussed how the movie was breaking box office records. Is that an issue of public importance? Is it something you can talk about on your station? Is it something you can help parents to understand, how their children are being robbed of their innocence?

News is a ministry we have abandoned to the secular industry. We cannot blame journalists for liberal bias when we are not prepared to step into the situation and be salt and light.

The basic functions of a journalist are summed up in Luke 1: "Many have undertaken to draw up an account of the things that have been fulfilled among us, just as they were handed down to us by those who from the first were eyewitnesses and servants of the Word. Therefore since I myself have carefully investigated everything from the beginning, it seems good also to me to write an orderly account for you, most excellent Theophilus."

When we as a church begin to speak boldly about concerns that affect peoples' lives and draw people out of the dangerous areas of the culture and to speak life into it, then I think we will begin to be relevant. Every one of us in broadcasting has some responsibility to accomplish that mission.

— Michael Patrick, executive producer of CBN News

unnatural expressions and body movements. If it doesn't come natural to them, they shouldn't do it, but many of them do, listening to the consultants who tell them to "be more concerned."

Walter Cronkite said, "It's a great embarrassment to watch some of the stuff that passes for TV news." And so what happened when a reporter in Chicago tried an experiment to do only straight news? After a period of time, the ratings weren't there. People weren't interested.

Consultants remind me of locusts, leaving behind a seared field when they depart. There is a peculiar kind of inertia in what is covered by the news today. If there is enough profit and it isn't too embarrassing, why change it? I would submit to you two things:

1. Media Fellowship International (MFI). I was surprised and shocked to find there are a number of Christians working in the secular media. If you're interested in starting TV news on your station, use what discernment you have and watch your local reporters. Get in touch with them and ask if they've heard of MFI. It might actually draw somebody out.

2. If you want to get something on your local secular stations, write a release with a good hook on it and send it in to the editor.

— David Goodnow, managing editor of WorldNetDaily and one of the original anchors of CNN News

Minorities in TV Newsrooms

According to the 2001 Radio-Television News Directors Association (RTNDA)/Ball State University Women & Minorities Survey released in June, minorities now hold almost a quarter of all jobs in TV news, the highest level to date. The percentage of women in TV remains steady at about 40 percent. Both groups also made gains in radio newsrooms. "While the industry is making gains in many areas, there is a critical need for more minorities in management positions," says Barbara Cochran, RTNDA president. "To keep making progress, we need to identify the rising stars in the nation's newsrooms and give them the opportunity to succeed."

Minorities:

- Minorities now hold 24.6 percent of all jobs in TV news, including those at Spanish-language stations. That's up from 21 percent last year. In radio, minorities hold 10.7 percent of all news jobs, up from 10 percent in 2000.
- Minorities hold 21.8 percent of all jobs in English-language TV newsrooms.
- The percentage of minority news directors at TV stations fell to eight percent from last year's 14 percent. The 2001 level is similar to the one in 1999, leading researchers to believe that the 2000 result was an anomaly. In radio, minorities make up 4.4 percent of news directors, down from six percent in 2000.
- Minorities hold 8.7 percent of general manager jobs in TV and 5.7 percent in radio.

Women:

- Women make up 39.7 percent of the TV news workforce, the same as last year. And women hold 37.4 percent of all jobs in radio news, up from 35 percent in 2000.
- The percentage of women news directors in TV is at 20.2 percent, down from a record high of 24 percent last year and up slightly from the 20 percent recorded in 1999. In radio, the percentage of women news directors was up to 21.9 percent from 20 percent in 2000.
- Women hold 12.6 percent of general manager jobs in TV and 12.3 percent in radio.

Visit <http://www.rtna.org/research/womin.shtml> for complete survey results.

— Source: <http://www.rtna.org/news/2001/minsurvey.shtml>

News – Texas Style

I came to WMBI through a connection with KCBI, where I was asked to develop a competitive radio program, which is tough to do with a dominant music player in the market. One of the first things we set out to do was to determine how to get into the minds of people who listen to all-news stations, which is a different audience demographic than the adult Christian radio audience.

We put together a magazine format and one of the tasks was to build a credible news department. We went after and succeeded in getting who we thought was the finest radio newsmen in all of Dallas, Bob Morrison, who helped to shape that news department.

We added in the other listener elements that are basic: giving traffic sufficient times an hour, putting on a credible meteorologist, etc.

At WMBI, our magazine format is built on a high-information segment in which news plays a critical part. We do traffic six times an hour. Dave Mitchell, our newsmen, worked for the CBS affiliate, so he brings a lot of credibility and is a great asset since he knows the market inside and out.

From our perspective in going after a radio audience, news plays a very important role in a specific segment: men. Traditionally, we have watched the loss of men in the Christian radio audience. The elements we put in to grab them include regular sports reports and three to four times a week featuring Chuck Swirsky (host of *Sports Spectrum* and voice of the Toronto Raptors), who adds credibility through his accomplishments and his familiarity with our audience (he formerly worked in the market).

— Mark Elfstrand, WMBI-AM/Chicago, IL

We've been through a lot of transitions regarding the news on KIXL, going from three people on-air to one, as it is now with me. Your configuration may be different, with you and a traffic person, you by yourself, you and a sports person, you and a host; I think that makes a difference in the direction you take your news in. I do a newscast at the top and bottom of the hour, but then I also host a two-hour show from 6-8 a.m., which would probably be considered a news program. It's all information, with no music other than bumper music.

I think one of the things we're seeing today is a continuation of information worked throughout the program itself. It's taking the news and breaking it down, delivering the story that most of the news stations in town are not reporting. We still cover all the major news of the day, the top stories and the stories of interest to our community, but during my time on the air we focus on issues of importance to people that are not generally reported on the news.

We use a lot of sources: Internet, personal interviews, newspapers. We try to give people an inside look at the story and also give them a broader look at the story so that they can decide what the story is about.

— Collin Lambert, KIXL-AM/Austin, TX

I have a really good job. Few reporters say what I can say: I can come into work just about any time of day I want, I can work on any stories I want, I can write them any way I want, I can get on the phone and call anywhere in the world. But these freedoms come with a lot of accountability and responsibility.

A couple of years ago, I noticed that the AP was doing a lot of outreach to different minority groups, whether race or sexual orientation or whatever. I went to my boss and said, "If you're ever looking for a Christian perspective, let me know." About one week later, he said to me that we were picking up UPI and its religion feed, would I be interested in running it? I said sure and I praise God for the opportunity.

When I come in, I do directory searches. We have a worldwide AP crew, with people in every state and many nations. We also have AP TV. As religion editor, I will do more than straight Christian news. As a Christian, I know my audience and can write to them, but I'd like to think that some Christians want to learn more about other religions.

— Steve Coleman, AP Radio Network

We're able to be more creative than some other stations because we don't have strict guidelines as to how we can do the news. I believe that God chooses to honor what we do when we do it in a credible way.

There are three things I'd like to bring out about KCBI news. First, we want to inform people. We don't want them tuning away from KCBI for good news. We want them to stay with KCBI all morning because they know they can get it in a timely fashion and it will be credible news. We actually beat some of our competitors on getting stories on the air, which is something we're very proud of. That's difficult to do in a market the size of Dallas-Fort Worth, TX.

Second, we try to be a racehorse for the listener and for those who are trying to get their message out. Many times we are able to hook up a listener with a need. For example, if there is an earthquake in El Salvador or if something is happening in our area, we can provide resource numbers

and enable our audience to be part of the solution.

Finally, we look at our newscast as being a prayer list for our listeners. They can listen to the newscast and become plugged in through prayer.

We recently added a Christian interest newscast at 4:55 a.m., hitting the top stories and Christian interest and mission news, utilizing AP News and Mission News Network. We also incorporated a business and consumer news report, run a health report, and cover state and national news. I.B. Lyon, one of my mentors, does a KCBI profile on local ministries, which enables them to gain exposure and allows our listeners to become aware of what's available in the area.

Over the last three or four years, we've become more community-oriented, serving the community by getting the news out ... and that's what makes KCBI news unique.

— Sharon Geiger, KCBI-FM/Dallas, TX

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— Ron Cline, HCJB

The NRB convention is a dynamite place to be. That isn't just because of the exhibits, the networking, and the extremely helpful and practical input our ministry receives. All of that is so very beneficial; but, frankly, being with like-minded Christians who share 'war stories,' pray together, and support one another is the best thing about the convention...and about NRB.

— Steve Brown, Key Life

Attending The NRB Convention gives you the big picture. Sometimes at our local stations we can wonder if what we are doing is having any impact on society. At the convention you realize that you are a very important piece of God's puzzle and that you do matter.

— Dave Armstrong, KKLA



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Advertiser Index

ADVERTISER	PAGE
Bott Radio Network	9
Broadcast Software International	IBC
Calvary Evangelistic Mission	10
Christian Captions and Subtitle Services, Ltd.	16
DiscFarm Corporation	12
Family News In Focus/Briargate Media	11
GSF & Associates	1,3,5
InfoCision Management	2
KCMS-FM/Crista Broadcasting	13
Life Issues Institute	14
Masterworks	15
National Right To Life	18
Newton Media Associates	20
NRB 2002 Convention	33
NRB 2002 Directory	35
NRB Membership	21
Oneplace.com	BC
Paragon Advertising & Communications	19
SofTrek	17
Total Living Network	IFC

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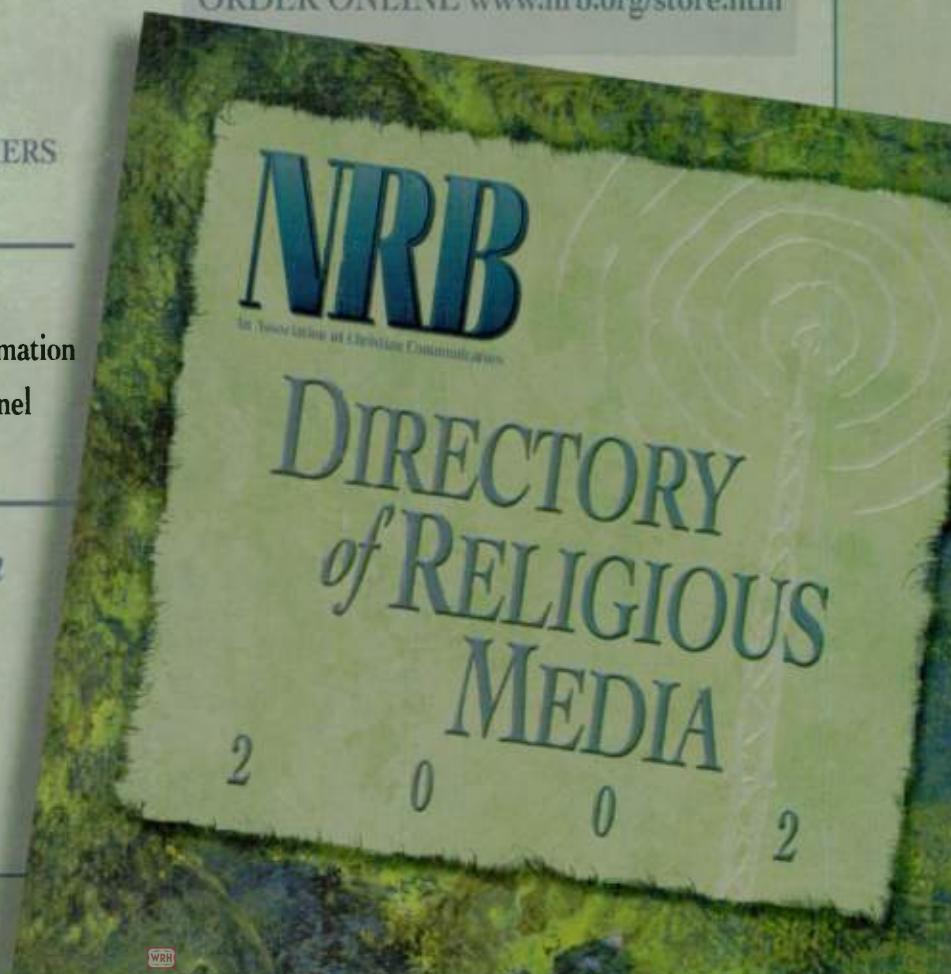
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In Our Own Back Yard

Nestor Colombo is chairman of Hispanic National Religious Broadcasters and manager of Spanish operations for In Touch Ministries, based in Atlanta, GA. Reach him at nestor@intouch.org or 770-451-1001.

For years, churches, ministries and Christian families have supported and prayed for missionaries who have chosen to give themselves to service to the Lord in another country. The supporters chose to stay behind and send out the missionaries, covering them with prayer and providing for their needs. Among those who have chosen to stay are those who have been called to dedicate their lives to minister here in the United States.

Often, we consider those who go overseas to be serving "on the mission field," while we consider those who dedicate their lives to ministry here in the United States simply to be "involved in Christian ministry."

Throughout the centuries, this young nation has been considered the "melting pot of the world," where people come in search of a better life. The United States has seemed to maintain its Anglo-Afro look and feel precisely because of the "melting." But let us look at America now.

Post-Melting Pot

Global warming may be in effect, but the melting process has given way to a new paradigm. We are a country of 275 million people, growing at an annual rate of 1 percent, with an estimated nearly 1 million immigrants arriving legally every year (*CIA Factbook*, 2000) and at least a quarter million more skipping the border. American cities have experienced a changing and diversifying population, with pools of ethnicities settled in distinct communities across the country.

Hispanics are no exception, and in some American metropolitan areas English is spoken as a second language. The population of Spanish-speaking people in the United States has grown to more than 12 percent, a virtual invasion of some 35 million people, 70 percent of whom prefer to speak only Spanish in the home. In other words, the overseas mission field has crossed the seas to our own backyard.

Those 35 million Hispanics — a number greater than the combined populations of Peru, Costa Rica and Uruguay — now live within our shores, and have a need to hear the precious message of the Gospel in their own language. We may have all just become "missionaries on the field."

Stepping Outside

Might we be overlooking a tremendous opportunity to share the Good News of Jesus Christ in this country in languages other than English? Certainly awareness is being raised around the country regarding the growing number of Hispanics living in America. We have a bilingual president who named Hispanics to his cabinet of advisors and national

leaders. Any jaunt to Miami, New York, Los Angeles, Chicago, San Antonio or Atlanta will confirm that major metropolitan areas are brimming with Spanish-speaking people. There is not a street corner in the city where you won't hear the Spanish language being spoken. We are witnessing a cultural explosion!

Although the Hispanic communications market is concentrated, it is formidable. Two national secular TV networks broadcast in the Spanish language across the United States: Univision and Telemundo. Others are on the rise. Univision has captured 85 percent of the Hispanic TV market, and is the fifth-largest TV network in the United States. Local Hispanic stations can be found in almost every major city, and a myriad of Spanish TV stations are available via satellite. Two national Spanish radio networks also broadcast across this nation: Radio Unica and Hispanic Broadcasting, with independent stations scattered across the country. Major newspapers in the Spanish language are found in large metropolitan areas, while smaller courtesy papers can be found in markets and restaurants in major cities.

Certainly the secular population has noticed that Hispanics are a market to contend with. For us they are more than a market; they are people in need of the love of God. It is time we in Christian broadcasting mobilize strategies to answer the call through these powerful means of communication.

A New Life

Richard Cizik, spokesman for the National Association of Evangelicals, aptly commented, "In coming to this country, immigrants are looking for a new life, and quite frankly, that's what the Christian message is all about."

"A new life" is the message we bear, and this is our challenge: To walk out our back doors to the mission field, and to provide our Hispanic neighbors with the precious truth of the saving grace found in the Gospel in a manner that touches them on an idiomatic, cultural and spiritual level.

We need to rise to this challenge and make it our goal to reach these unique people on their terms. As the Apostle Paul put it so clearly, we must "be all things to all men." As Christian broadcasters in the United States we are called to strategize, create and mobilize the means to communicate the Gospel to every listening ear.

What can your ministry, your station, your broadcast do to reach those 35.3 million Hispanics?

The views expressed in this column are not necessarily those of NRB.

"It's rock solid."

Ron Crider of Radio Colorado Network has some pretty cool things to say about BSI's digital automation...

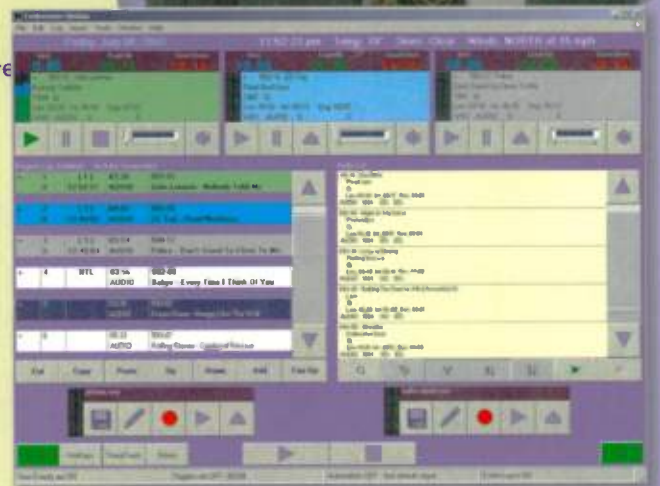
August 21, 2001

Broadcast Software International
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Seldom do I take the time to write a letter to a manufacturer praising a product. In the case of BSI, this note is long overdue. January of this year, I installed BSI's digital automation to operate AM 1060 KLMO Denver/Longmont. The reliability using Windows 2000, "well it's rock solid". The multi-tasking is the best. We have numerous delayed programs, as well as live joins to 14 different satellite receivers every day. BSI has done a job above and beyond our expectations. The WebConnect permits our Indianapolis News Department to e-mail our weather reports as well as our local news directly into BSI's digital automation program without an operator here in Colorado. The temperature is frequent and always correct. Our imagination seems to be our only limitation to what we can do with BSI's digital automation. Since KLMO coming on line, we have installed another BSI automation program on KWYD Colorado Springs for its Christian format and are now installing BSI's digital automation to operate the entire Radio Colorado Network.

I have been in broadcasting for 40 years. The BSI systems are cutting edge, easy to operate, and reasonably priced.

Thank You BSI.
Ron Crider
President
Radio Colorado Network

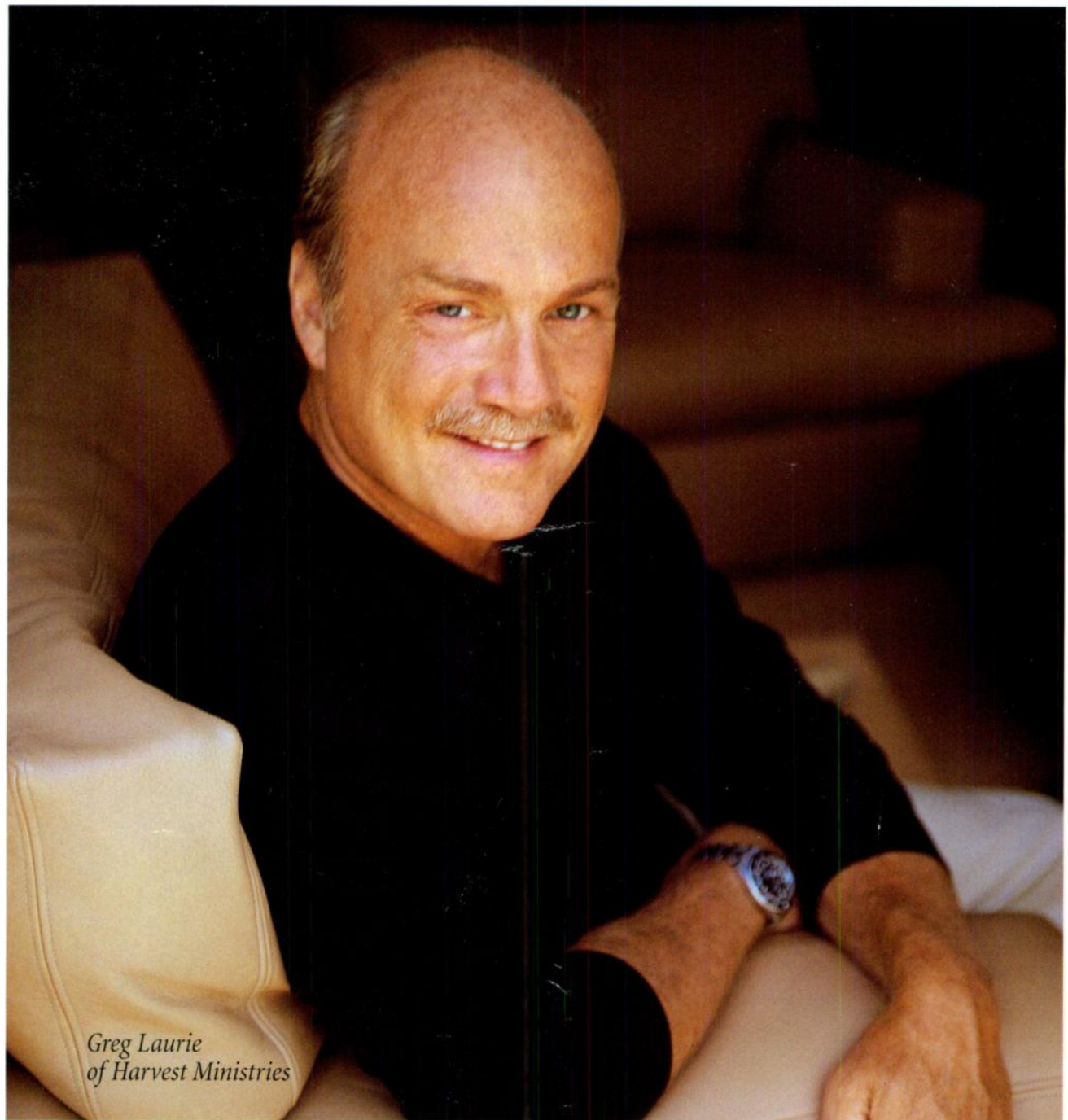


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*Greg Laurie
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Greg Laurie's "A New Beginning" -- the radio program of Harvest Ministries -- is seeing tremendous benefits from being on Oneplace.com. A recent email to Harvest said, "After attending over twenty years of services, I am now being fed by God through...the Internet. During my chemo treatments the doctor wants me away from crowds. How perfect! Perhaps this will leave an open seat for that person who is ready

to receive Christ into his heart. What wonderful blessings come from our trials." The tools God allows us to use for His glory continue to open new doors of opportunity -- doors that would not be opened without technological developments, such as the Internet. To effectively reach out with God's love, a ministry must be where the traffic is, and we have found that a great place to find traffic on the Internet is Oneplace.com.

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